

SEEING THE DATA THROUGH THE TREES:

USING SPRINGSHARE'S LIBINSIGHT DATA VISUALIZATION TOOL FOR ACCESS SERVICES DATA ASSESSMENT

Bethany Sewell
(with help from TCNJ Colleagues, Amanda Cowell, Jia Mi, and
Andrew D'Apice)

TCNJ PROFILE

- A strong liberal arts core
- 6,500 full-time undergrads
- 95% from New Jersey
- 95% of freshmen live on campus
- 87% graduation rate



TCNJ
THE COLLEGE OF
NEW JERSEY

TCNJ LIBRARY PROFILE

- The five-story, 135,000 square-foot facility
- 663,897 Books
- 8,628 Ebooks
- 70,347 Journals
- 113 Online Databases



TCNJ LIBRARY STATISTICS

- Circulation Transactions: 32,628
- Interlibrary Loan Borrowing transactions: 10,155
- Interlibrary Loan Lending transactions: 7,641
- Reference Transactions: 5,174
- Instruction Students not including tours): 4,570
- Access Services Non-Circulation interactions: 2,952
- Interlibrary Loan Unique Borrowers: 2,080
- Instruction Sessions: 280

WHY DO I CARE ABOUT STATISTICS?

TCNJ Values:

Excellence, Engagement, Integrity,
Inclusiveness, **Self-reflection**

WHY DO I CARE ABOUT STATISTICS?

Library Strategic Plan

**”Foster a Culture of
Assessment and Accountability.”**

WHY DO I CARE ABOUT STATISTICS?

Data Collecting:

ACRL/IPEDS **required** statistics.

WE ALL CARE ABOUT STATISTICS!!!

(Circplus 11/14/2017)

Hello all,

I am looking at best practices for usage statistics. If you have a moment, would you be willing to share:

- What statistics you collect outside of the “norm” (such as loans by item type, loans by patron group, lost books, gate counts, etc. I have those covered, just wondering if I am missing anything I should be capturing).
- How do you record and share your statistics. Do you just dump them all into spreadsheets? Do you have a genius method for organizing? Any suggestions you have for recording and reporting out would be most appreciated.

Thanks in advance!

Turner

--

J. Turner Masland
Access Services Manager
Sonoma State University Library

LIBINSIGHT

LibInsight

A product of SpringShare for collaborative recording and analysis of library statistics.
Store all library data in one place.

LIBINSIGHT, LIBANALYTICS, LIB...

LibAnalytics - old product, not in production anymore

LibInsight - new product that works like LibAnalytics but does more

LibInsight Lite - functionality similar to what LibAnalytics used to do

LibAnswers with RefAnalytics - Reference tool that includes data collection for collecting reference statistics.

DATA COLLECTION

Access Services

- Circulation
- Reserves
- Gate Count
- Interlibrary Loan

Cross-Reference with ...

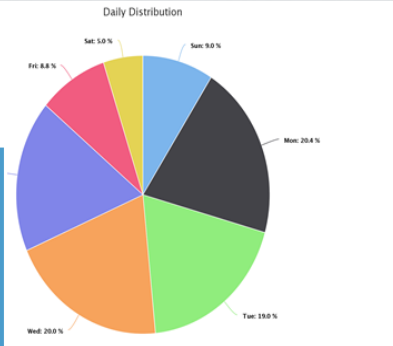
- Instruction
- Reference
- Electronic Resources
- And more....

DATA VISUALIZATION

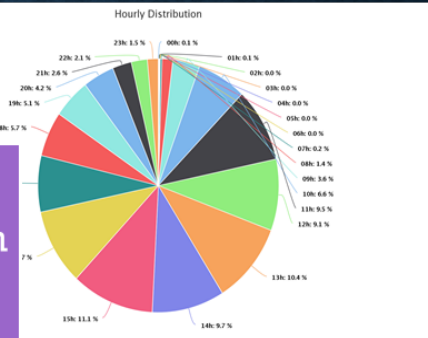
Circulation Trends



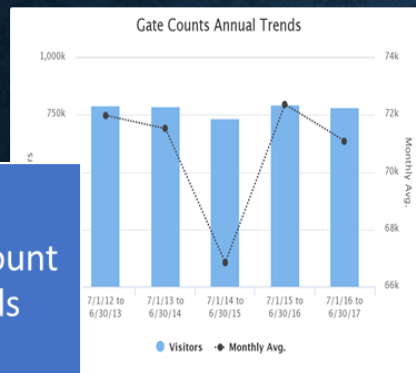
Circulation by Day of the Week



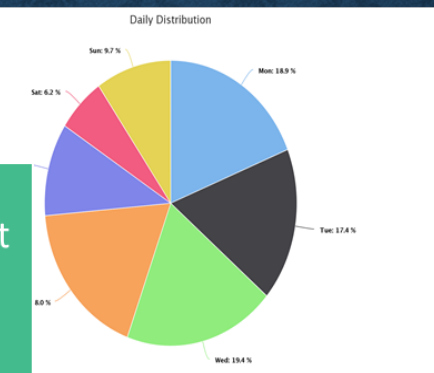
Circulation by Hour



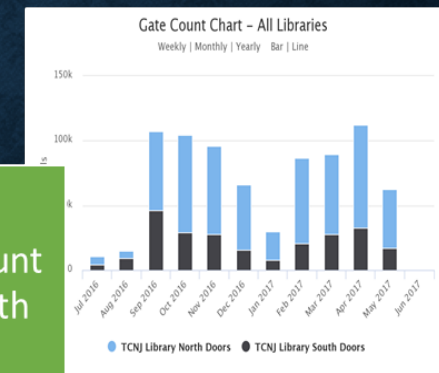
Gate Count Trends



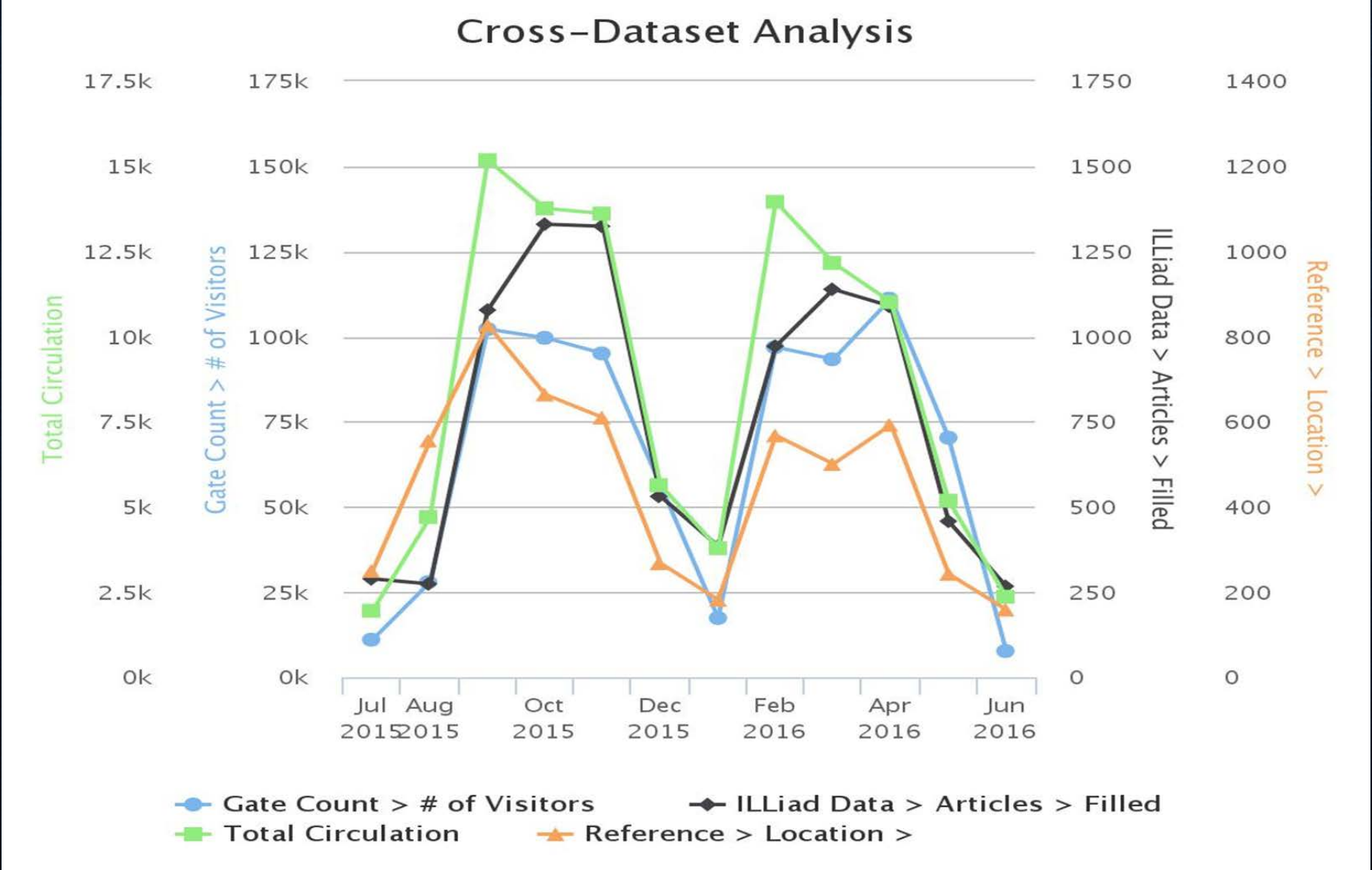
Gate Count by Day of the Week



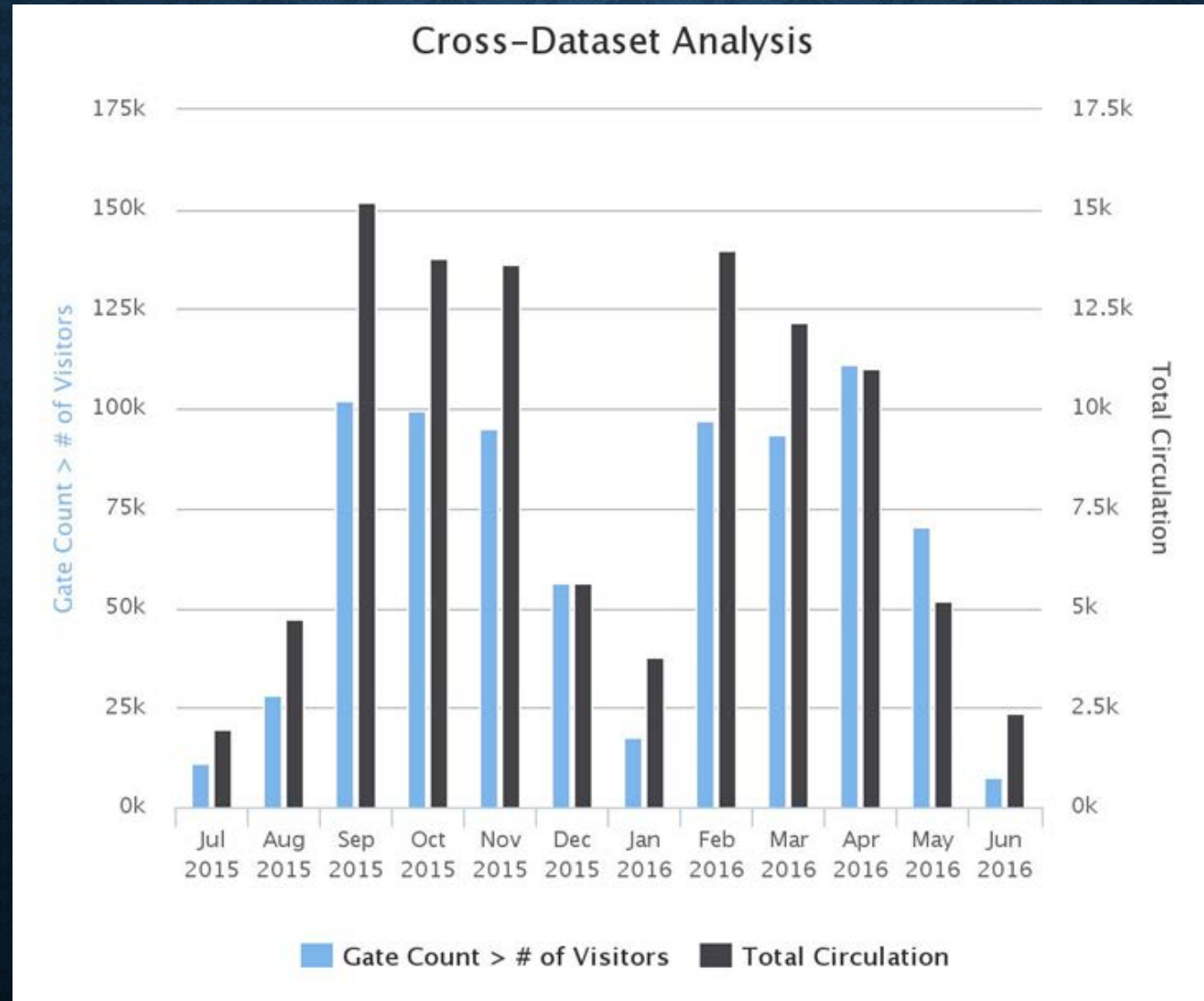
Gate Count by Month



CROSS-DATA ANALYSIS



WHAT ARE THEY DOING IN THE LIBRARY?



CREATING A DATASET

Dataset types

Create datasets to store and analyze statistics. Click on each name to find out more:

- ▶ [Acquisitions](#)
- ▶ [Calendaring](#)
- ▶ [Circulation](#)
- ▶ [Counts/Aggregate](#)
- ▶ [Custom](#)
- ▶ [E-Journals/Databases](#)
- ▶ [eBooks](#)
- ▶ [Finance](#)
- ▶ [Gate Count](#)
- ▶ [Google Analytics](#)
- ▶ [ILL](#)
- ▶ [LibGuides](#)
- ▶ [Reference](#)
- ▶ [Shared](#)

Liblinsight

Home

Datasets

Dashboards

Record

Home

All Datasets

Manage Datasets

Edit Access Services Dataset

Edit Access Services Dataset

Edit your dataset in just a few clicks. To go back to previous screen

Edit Dataset Info

Edit Permissions

The type of dataset you created

Custom

Dataset's name *

Access Services

A brief description of this dataset

Circulation Desk Stats

Custom JS/CSS Code ?

Enter custom JS/CSS code

Liblinsight

Home

Datasets

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Record Data

Analyze

Cross Dataset

Ad

All fields default to the Left Column position. You can arrange the fields in any of the 3 columns by dragging them to their desired column in the left column, or for two column layout drag fields in left and center column. When you are finished creating the fields, be sure to

New Field

Entered By (System Field) Edit System Field Labels

Internal Notes (System Field)

Left Column

Center Column

Question (Text) edit

Who Asked (Single Select) edit

How was the question asked? * (Single Select) edit

How long did it take? (Scale) edit

How difficult was it? * (Scale) edit

Where was the question asked? * (Single Select) edit

Timestamp (DateTime) System Field(s)

Type of question: * (Single Select) edit

How did you answer the question? * (Single Select) edit

If referral, who did you refer them to? (Single Select) edit

Save Column Order

* indicates required field

Done Here.

Preview Dataset

Record data

or

Upload File

ANALYZE

Secure | <https://tcrlibinsight.com/gca.php?id=5705>

LibInsight ▾ Home Datasets Dashboards + Record Data **Analyze** Cross Dataset Admin ▾ Help

Home / All Datasets / Gate Count Analytics

Gate Count Analytics

Go To: Gate Count (#5705)

There are 2,510 records in total for this dataset. The earliest record found is from Jul 01, 2012.

Date Range: Jul 01 2016 to Jun 30 2017

Select Library: Show All Libraries

Go

GATE COUNT DATA

GATE COUNT STATISTICS (PRE-INSIGHT)

Library Users Statistics													
	JULY	AUGUST	SEPT.	OCT.	NOV.	DEC.	JAN.	FEB.	MARCH	APRIL	MAY	JUNE	TOTAL
1	435		3878.5	4648.5	5456.5	4814.5		3663.5	4769.5	3108	2739	464	33977
2	444		4487	2326	4802.5	5589		3572	5127	1370	5802.5	339.5	33859.5
3		614	4259	1657	5209.5	5035.5		3851	4665	2405.5	5296.5	251	33244
4		681	2391	3131	5356	3054.5	274.5	3928	2595	5144	5264		31819
5		651	748	4743.5	4287	2383.5	299.5	2376	2340.5	4013	5257		27099
6	824.5	838	723.5	4679.5	3534	2671	560	1327.5	3111.5	5060	3482	459.5	27271
7	872.5		Closed	5269	1649	4767.5	258	1784	5544	3299.5	1622.5	366	25432
8	630		4308.5	4439.5	2607	5235.5	259.5	3938	5247	2119.5	2126.5	324.5	31235.5
9	724		4710.5	1952	5052	6086		3966	5648	2562.5	4529	404.5	35634.5
10		308	4241	327.5	4274.5	3942		3951	4963	2955	5860.5		30822.5
11		329	2713.5	240	5185	2712	265	3890	2003	7695.5	5631		30664
12		318.5	1833.5	1008	4481.5	2181.5	332.5	2545.5		1693.5	5225.5		19620
13	643	433	2711.5	1215.5	2547.5	2679	318	1266		4954	2887	438.5	20093
14	557.5		4837.5	4047.5	2434	3108	337.5	1923	170	4402.5	2186.5	535.5	24539.5
15	674.5		4091	4715	2280	1274	245	4382.5	213.5	2894.5	2706	379.5	23855.5
16	502.5		4525	3052.5	4748.5	184.5		4171.5	244	1743.5	2980.5	467	22619.5
17		458	4356.5	1814	4570	131.5		4659.5	206.5	4258.5	1694.5		22149
18		396	2764	3995.5	5055	160	257.5	4392.5	208	5321.5	560		23110
19		483	2182	4533	4870	Closed	265.5	2543.5		4539	1422.5		20838.5
20	667	897	2555.5	4292.5	2646	Closed	327	1885	941.5	4482.5	728	322.5	19744.5
21	703	667	4738.5	4930	1990	92	369	2672.5	5052	5144.5	Closed	426	26784.5
22	621.5		4172.5	4754.5	2711	121	388	4509	4658	4366.5	Closed	415.5	26717.5
23	661		5120	2723	4880.5	109		4169.5	5301.5	1368.5	478	386.5	25197.5
24		1649.5	4709.5	1004	2494			4532	4732.5	1513.5	505.5		21140.5
25		3104	2469	2363.5	126.5		88.5	4632.5	2990	5394.5	484.5		21653
26		3483.5	2095.5	5112	CLOSED		845.5	2740.5	1179.5	4538.5	422.5		20417.5
27	577	3722	2854.5	4678.5	CLOSED		2645	1693	648.5	4950.5		425.5	22194.5
28	508	2538.5	4806	5021	CLOSED		3134.5	3189.5	5667	5024.5		468.5	30357.5
29	519	1713	4317	2765	948.5		2173.5	4770.5	4605	3121.5		432.5	25365.5
30	485.5	2739	4618.5	1479.5	5167		444		5337.5	1720.5		419	22410.5
31		4593.5		2732.5			3316		5197		452.5		16291.5
TOTAL	11049.5	30,617	102218	99650.5	99363	56331.5	17403.5	96925	93365.5	111165	70344	7725.5	796157.5

GATE COUNT STATISTICS (POST-INSIGHT)

LibInsight

Home

Datasets

Dashboards

Record Data

Analyze

Cross Dataset

Admin

Help

sewenb@tcnj.edu

Logout

Home / All Datasets / Gate Count: Record Data to TCNJ Library North Doors

Gate Count: Record Data to TCNJ Library North Doors

Go To: Gate Count

Pick the library location and period to start recording data. You can also upload in bulk via CSV or Excel file after choosing a location. Excel spreadsheets must contain one sheet only and will be converted to CSV upon upload.

Enter Data for :

TCNJ Library North Doors

Nov 14 2017

Daily

Go

or

Upload File

Nov 14 2017 Gate Count

(Automatic/Bidirectional)

Important:

For **Unidirectional** and **Bidirectional** Gate Count method, you must provide **Gate Start** and **Gate End** values for the hour or day you want to populate with data. For **Manual** Gate Count method, you only need to provide the **# of Visitors**. For **Monthly Gate Counts**, record is *always saved on the first day of the selected month*.

Last Gate End before Nov 14, 2017: 308756

Use as Gate Start

Notes

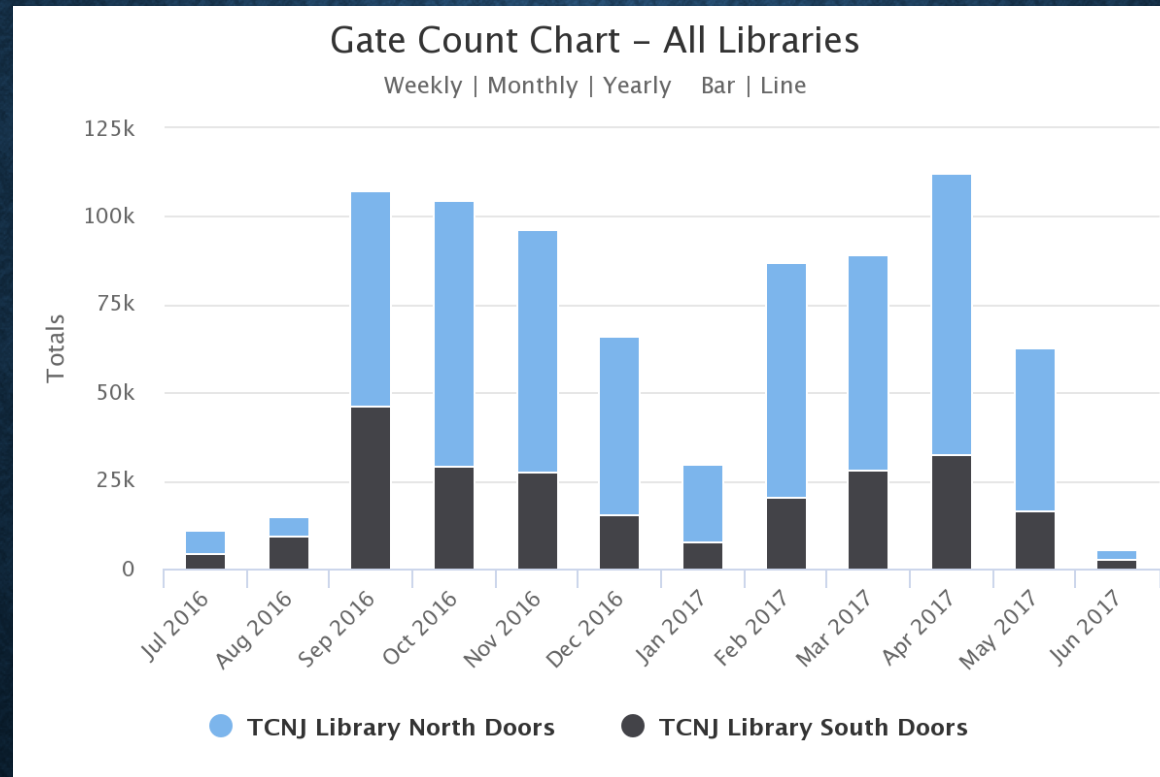
Date	Gate Start	Gate End	# of Visitors
Nov 14, 2017			

Daily Total:

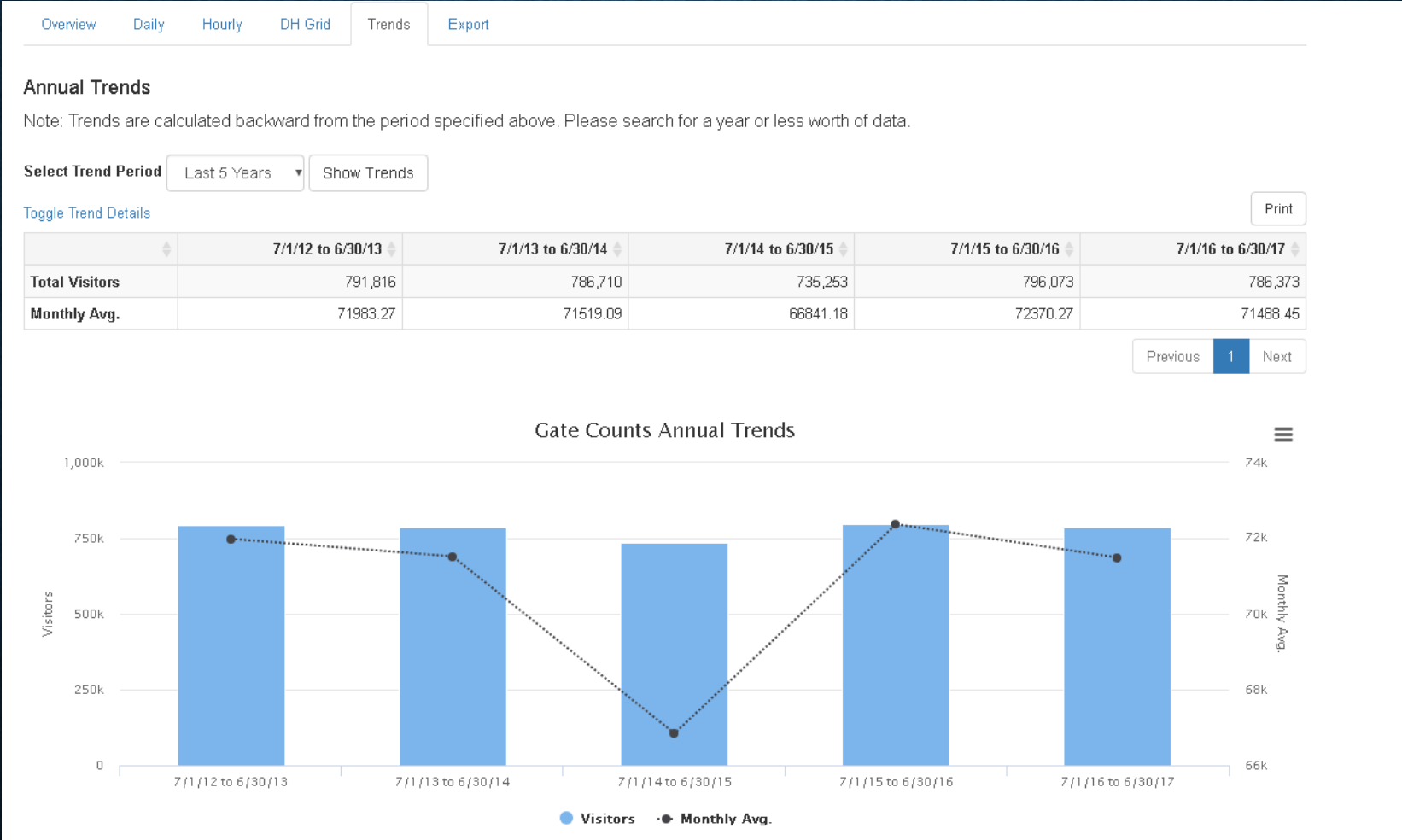
Save Values

Powered by Springshare; All rights reserved.

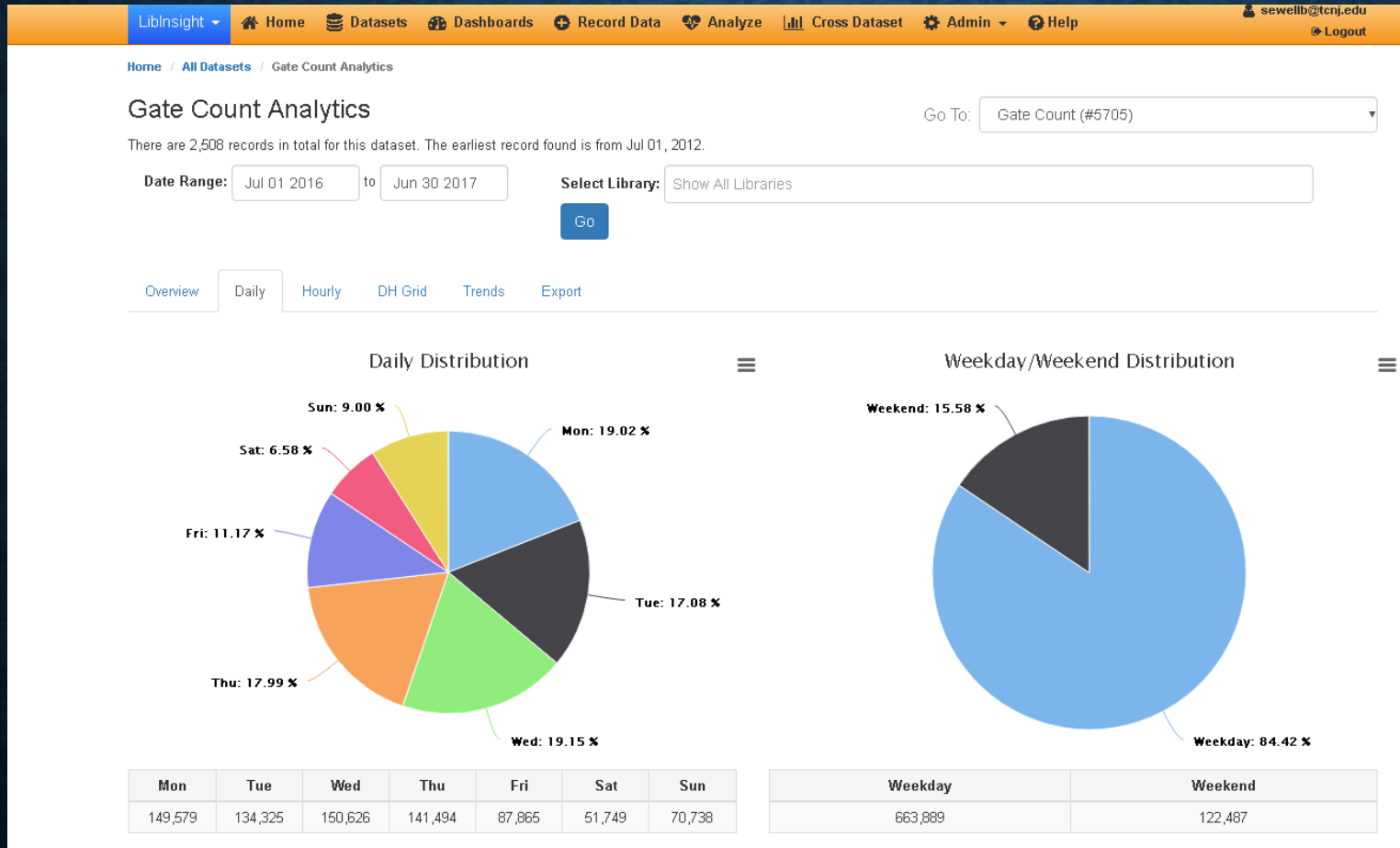
Gate Counts FY 2017



Gate Counts Trends



Gate Counts FY 2017



CIRCULATION DATA

CIRCULATION DATA PRE INSIGHT

	A	B	C	F	G	H
1	TITLE	NORMALIZED_CALL_N	DISPLAY_CALL_NO	LOCATION_NAME	INTOFCHARGE_D	MinCharges
2	"Espanol! : lengua y cultura de hoy / Thomas A. Lathrop ; consulting editor, Eduardo M. Dias ; [cover, endpapers, "1812" Overture, op. 49 ; Marche slave, op 31 [sound recording] / Pyotr Ilyich Tchaikovsky.	PC 4112 L 38	PC4112.L38	Gen Coll	1	1
3	"Alternative" healthcare : a comprehensive guide : natural medicine, "hand-on" healing, spiritualism, "Beloved friend": the story of Tchaikowsky and Nadejda von Meck, by Catherine Drinker Bowen and Barbara von	M 1004 T 3 M 27 1991	M1004.T3 M27 1991	Media CD	1	1
4	"But she's still my grandma!" / by Doreen Rappaport ; illustrated by Bernadette Simmons.	R 733 R 37 1994	R733.R37 1994	Gen Coll	2	1
5	"Buzz, buzz, buzz," went Bumblebee / Colin West.	ML 410 C 43 A 35	ML410.C43 A35	Gen Coll	1	1
6	"Captain of all these men of death" : the history of tuberculosis in nineteenth and twentieth century	FICT RAPPAPORT	Fict Rappaport	Child Coll	1	1
7	"Charlie needs a cloak." Story and pictures by Tomie de	FICT WEST	Fict West	Child Coll	1	1
8	"Click" / Russell Miller.	RC 311 J 67 2001	RC311.J67 2001	Gen Coll	1	1
9	"Color-blind" racism / Leslie G. Carr.	646 D	646 D	Child Coll	2	1
10	"Ellington uptown" : Duke Ellington, James P. Johnson, & the birth of concert jazz / John Howland.	TR 15 M 54	TR15.M54	Gen Coll	1	1
11	"Enemy of none but a common friend of all"? : an international perspective on the lender-of-last-resort	E 185615 C 3515 1997	E185.615.C3515 1997	Gen Coll	1	1
12	"G" is for gumshoe : a Kinsey Millhone mystery / Sue Grafton.	ML 3518 H 68 2009	ML3518.H68 2009	Gen Coll	1	1
13	"Good morning Miss Toliver" [videorecording] / a FASE	HG 136 P 7 NO .214	HG136.P7 no.214	Gen Coll	1	1
14	"Have you seen the crocodile?" / Colin West.	PS 3557 R 13 G 14 1990	PS3557.R13 G14 1990	Gen Coll	1	1
15	"I know it's dangerous" : why Mexicans risk their lives to cross the border / Lynnaire M. Sheridan.	DVD 4014	DVD 4014	Media DVD	2	1
16	"Just a housewife" : the rise and fall of domesticity in America / Glenna Matthews.	FICT WEST	Fict West	Child Coll	1	1
17	"Kokoro" / by Soseki Natsume ; translated by Ineko Kondo.	JV 6483 S 538 2009	JV6483.S538 2009	Gen Coll	1	1
18	"Leave none to tell the story" : genocide in Rwanda / written by Alison Des Forges ; based on research by	HQ 1410 M 38 1987	HQ1410.M38 1987	Gen Coll	1	1
19	"Let's get a pup!" said Kate / Bob Graham.	PL 812 A 8 K 63 1948	PL812.A8 K63 1948	Gen Coll	2	1
20	"Light you fire" / Jim Morrison.	DT 450435 D 45 1999	DT450.435.D45 1999	Gen Coll	2	1
21		FICT GRAHAM	Fict Graham	Child Coll	1	1
		BF 1301 M 74	BF1301.M74 1994	Gen Coll	1	1

CIRCULATION DATA POST INSIGHT

[Home](#) / [All Datasets](#) / [TCNJ Circulation 3.0 Import Data](#)

TCNJ Circulation 3.0 (File Upload)

Go To:

TCNJ Circulation 3.0

Instructions:

1. Upload data using a spreadsheet in CSV or Excel format. Excel spreadsheets must contain one sheet only and will be converted to CSV upon upload.
2. The columns in the file must correspond to the fields you defined in this dataset. See list of fields below.

Fields List:

Important: Check for misspellings or other characters in your CSV or Excel file columns that do not match the fields in the Fields List.

- CHARGE_DATE
- ITEM_ID
- TITLE
- NORMALIZED_CALL_NO
- ITEM_TYPE_DISPLAY
- RENEWAL_COUNT
- CountOfCHARGE
- StartDate
- EndDate

File Upload

[Uploads List](#)

Choose Date Format 

YYYY-MM-DD (2014-12-01)

Choose the date format that applies to your data.


Choose a file

Choose File

No file chosen

Upload limit is 18.00 MB

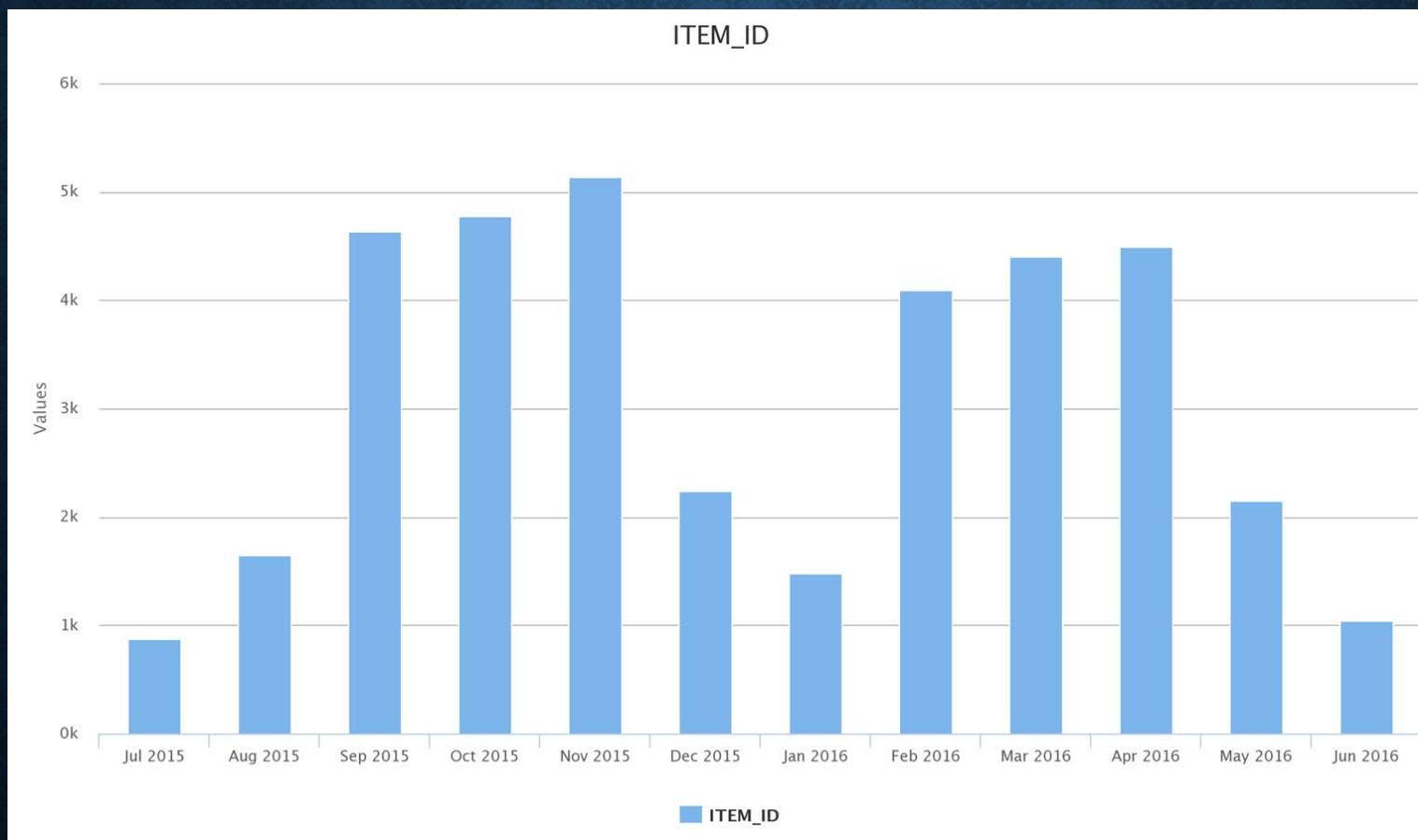
Allow Adding Options 

☒ No - Do not add to existing select options 

☐ Yes - Add to existing select options 

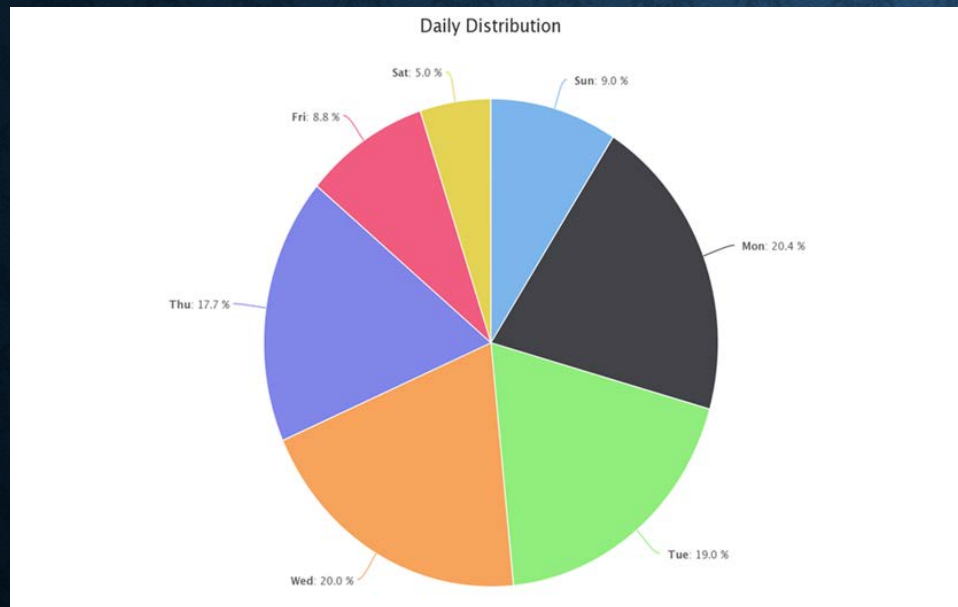
Earliest Date Record: Jul 05, 2011

CIRCULATION BY MONTH

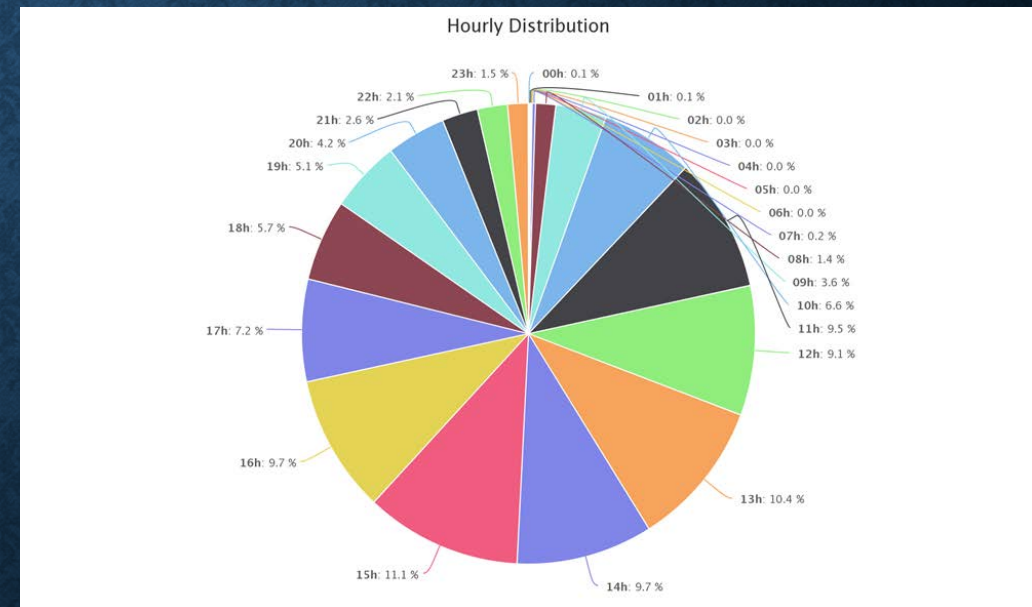


CIRCULATION

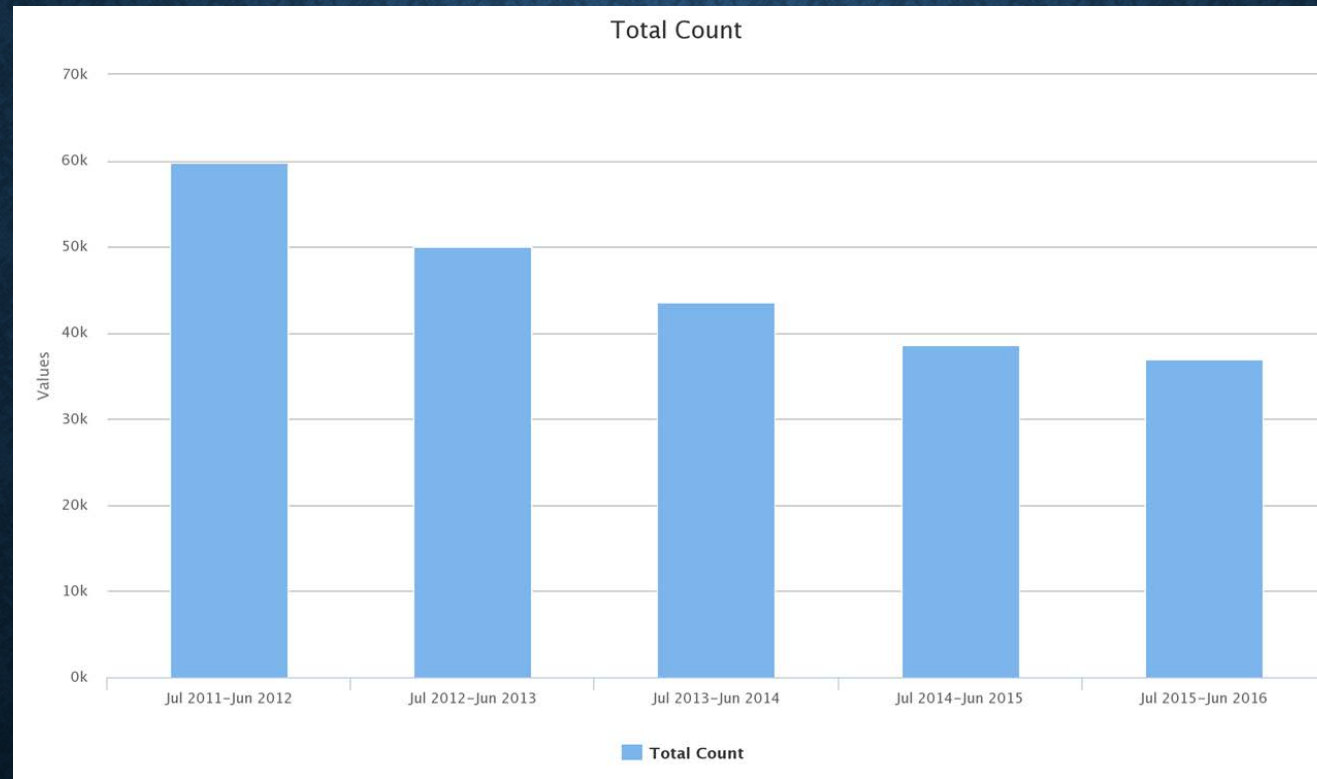
Daily Distribution



Hourly Distribution

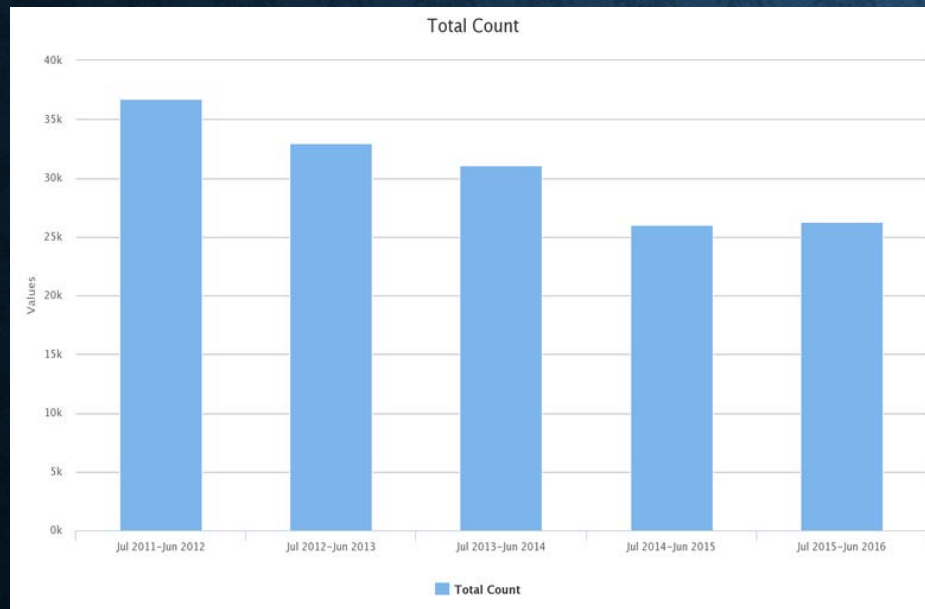


Total Circulation: 5 year trend

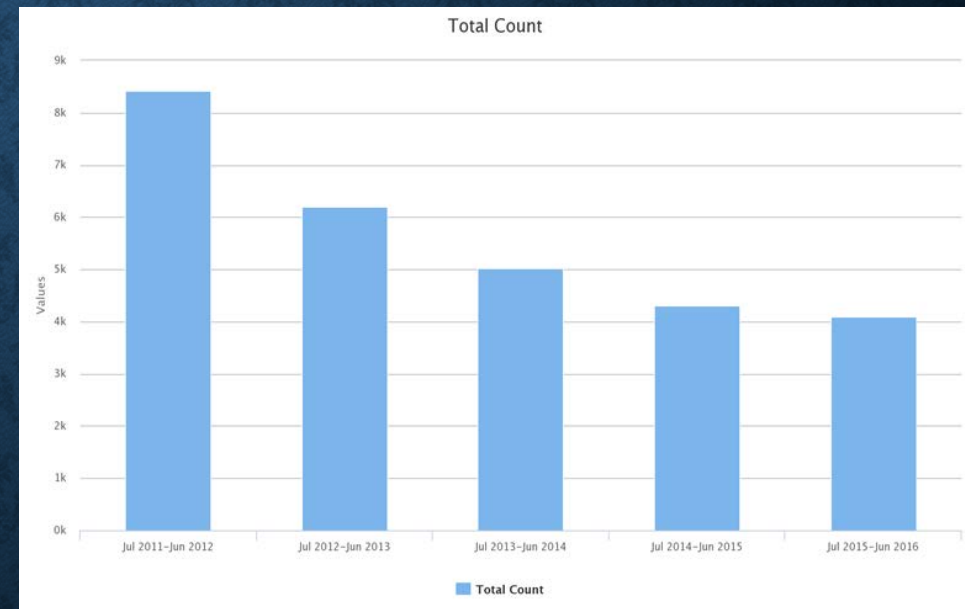


Total Circulation: 5 year trend

General Collection



Just Reserves



ACCESS SERVICES DATA

Record Data to Access Services

Go To: Access Services

Don't want to record data manually? You can also upload data in bulk! [Upload File](#) Or you can also [Manage your Records](#)

Pre-Defined Entries

Entered By

Sewell, Bethany

Internal Notes

Question

Who Asked

- ☐ College Community Member ☐ Visitor

How was the question asked? *

- ☐ In Person ☐ email
☐ Phone

How long did it take? *

Less than a minute ☐ More than 5 minutes ☐

How difficult was it? *

Easy Peasy ☐ My head hurts! ☐

Where was the question asked? *

- ☐ Access Services Desk ☐ Stacks
☐ Media Services Desk ☐ Lobby
☐ Staff Office ☐ Late Night Study Area
Other

Type of question: *

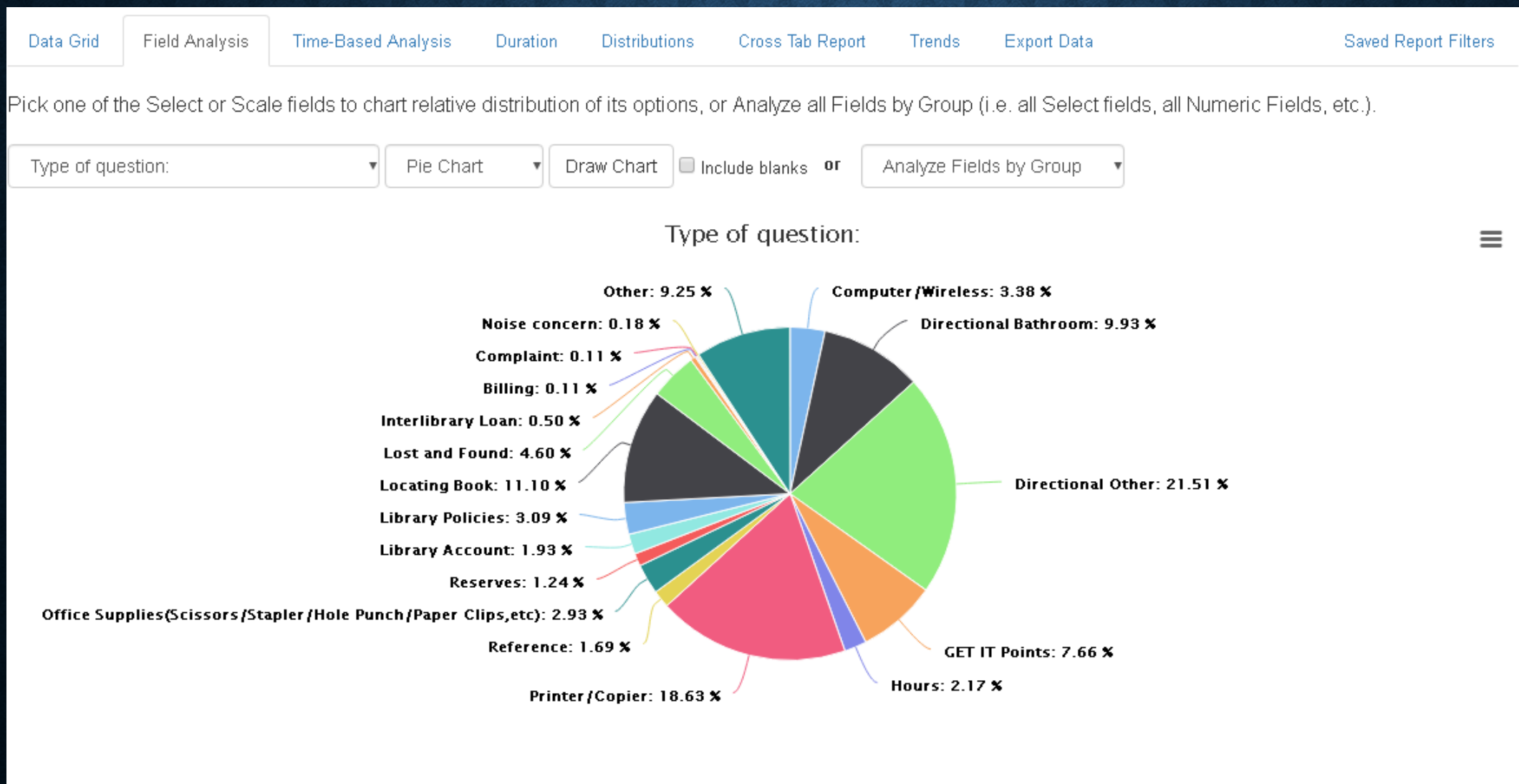
- ☐ Computer/Wireless ☐ Office ☐ Billing
☐ Directional Bathroom ☐ Supplies(Scissors/Stapler/Hole Punch/Paper Clips,etc) ☐ Kudos
☐ Directional Other ☐ Reserves ☐ Complaint
☐ GET IT Points ☐ Library Account ☐ Noise concern
☐ Hours ☐ Library Policies ☐ Other
☐ Printer/Copier ☐ Locating Book
☐ Reference ☐ Lost and Found
☐ Interlibrary Loan

If other, please explain:

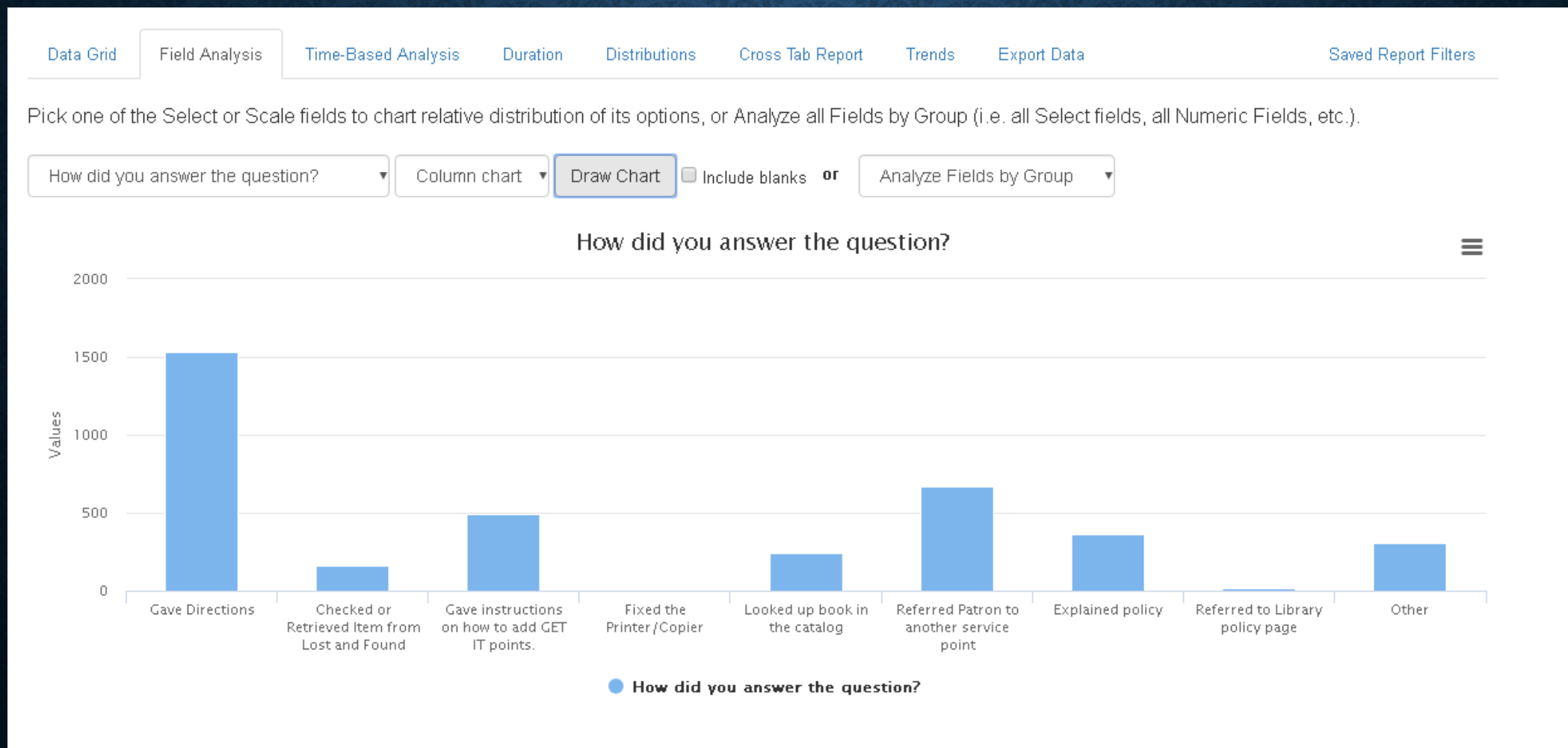
How did you answer the question? *

- ☐ Gave Directions ☐ Referred Patron to another service point
☐ Checked or Retrieved Item from Lost and Found ☐ Explained policy
☐ Gave instructions on how to add GET IT points. ☐ Referred to Library policy page
☐ Fixed the Printer/Copier ☐ Other

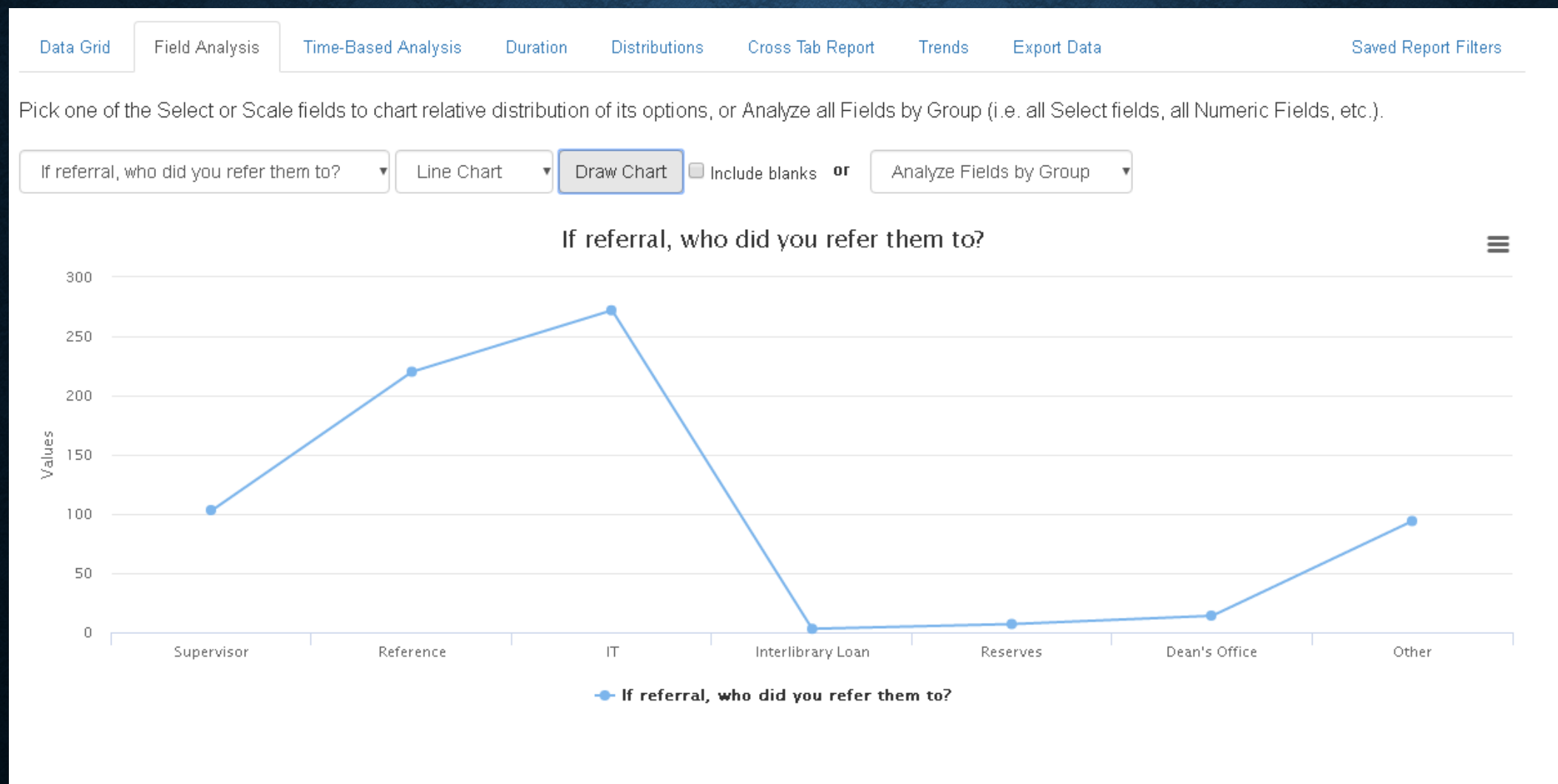
Access Services Questions (since August 18, 2016)



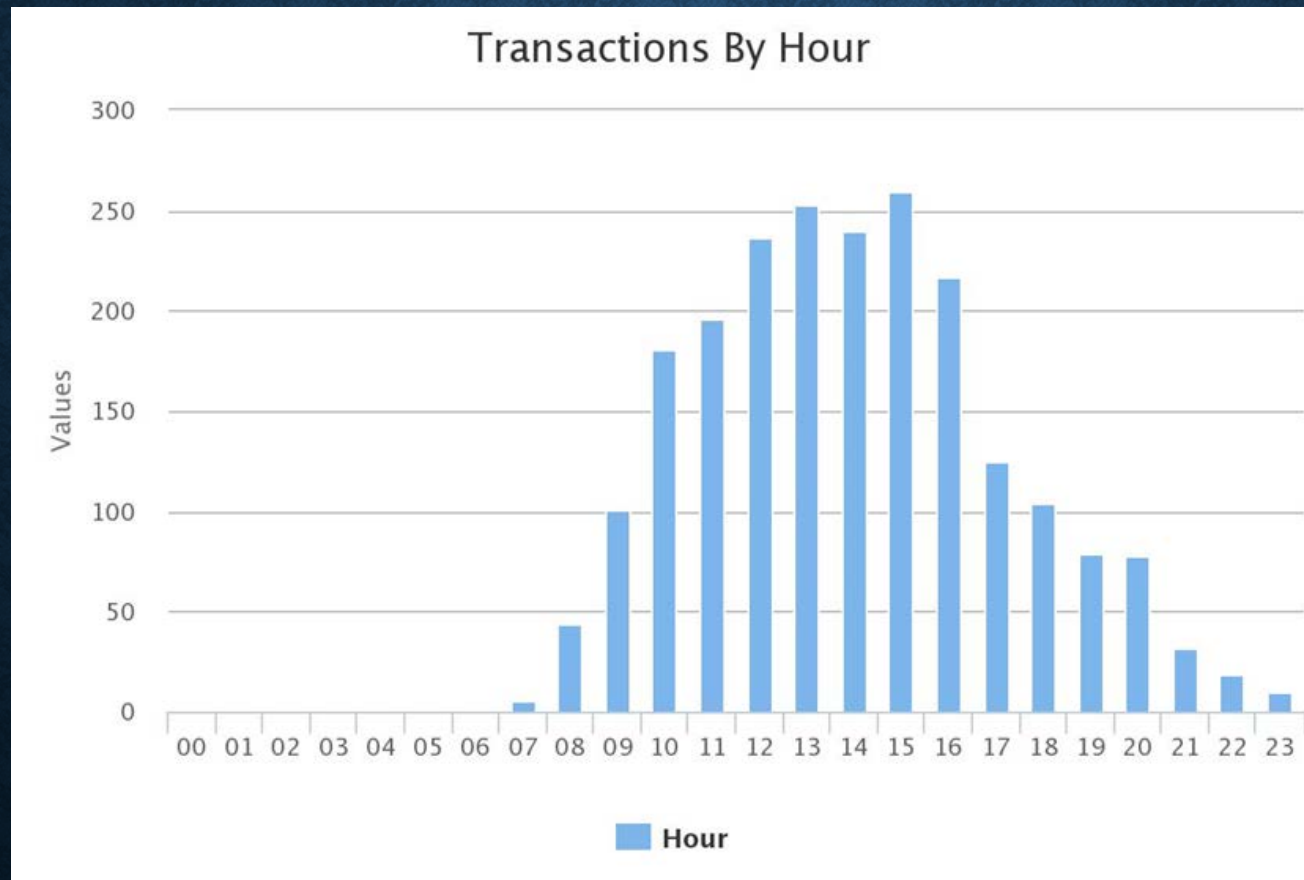
Access Services Questions: Actions



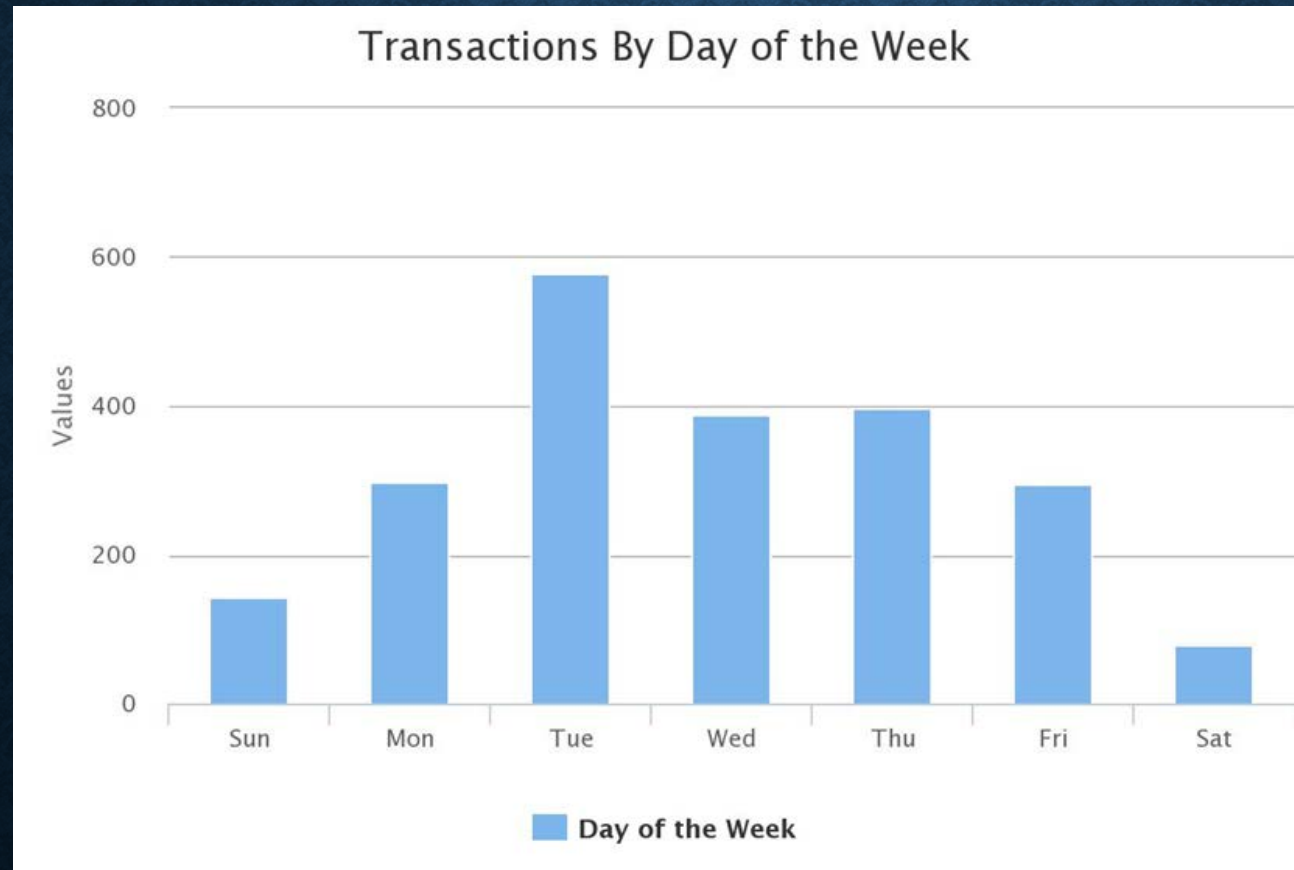
Access Services Questions: Referrals



Access Services Questions: Durations



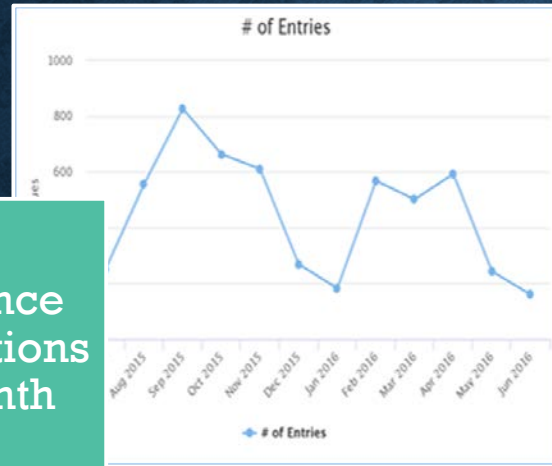
Access Services Questions: Durations



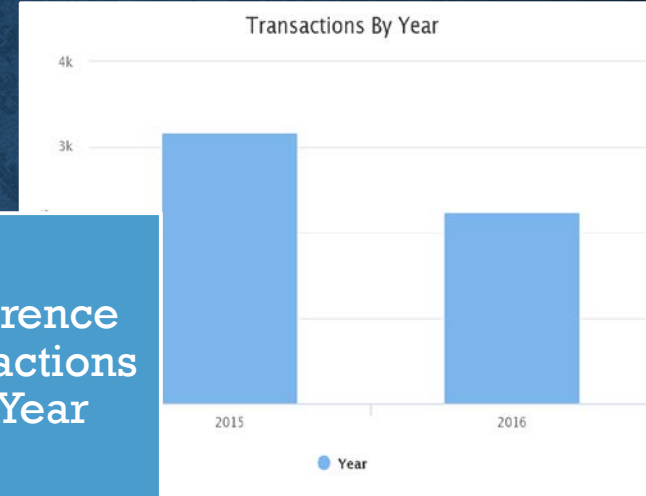
REFERENCE and INSTRUCTION DATA

REFERENCE AND INSTRUCTION DATA

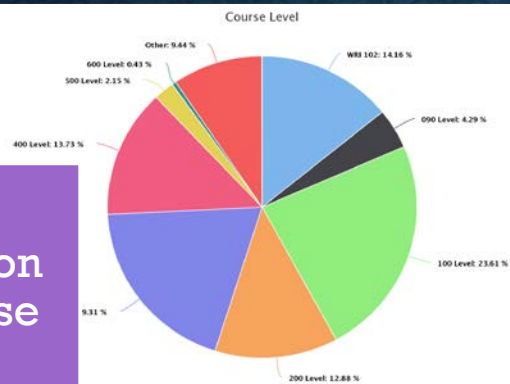
Reference Transactions by Month



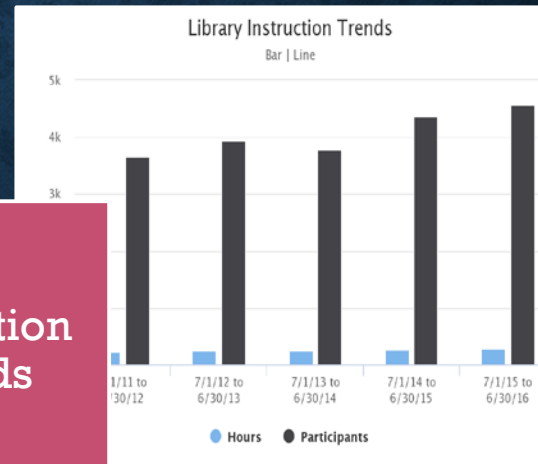
Reference transactions by Year



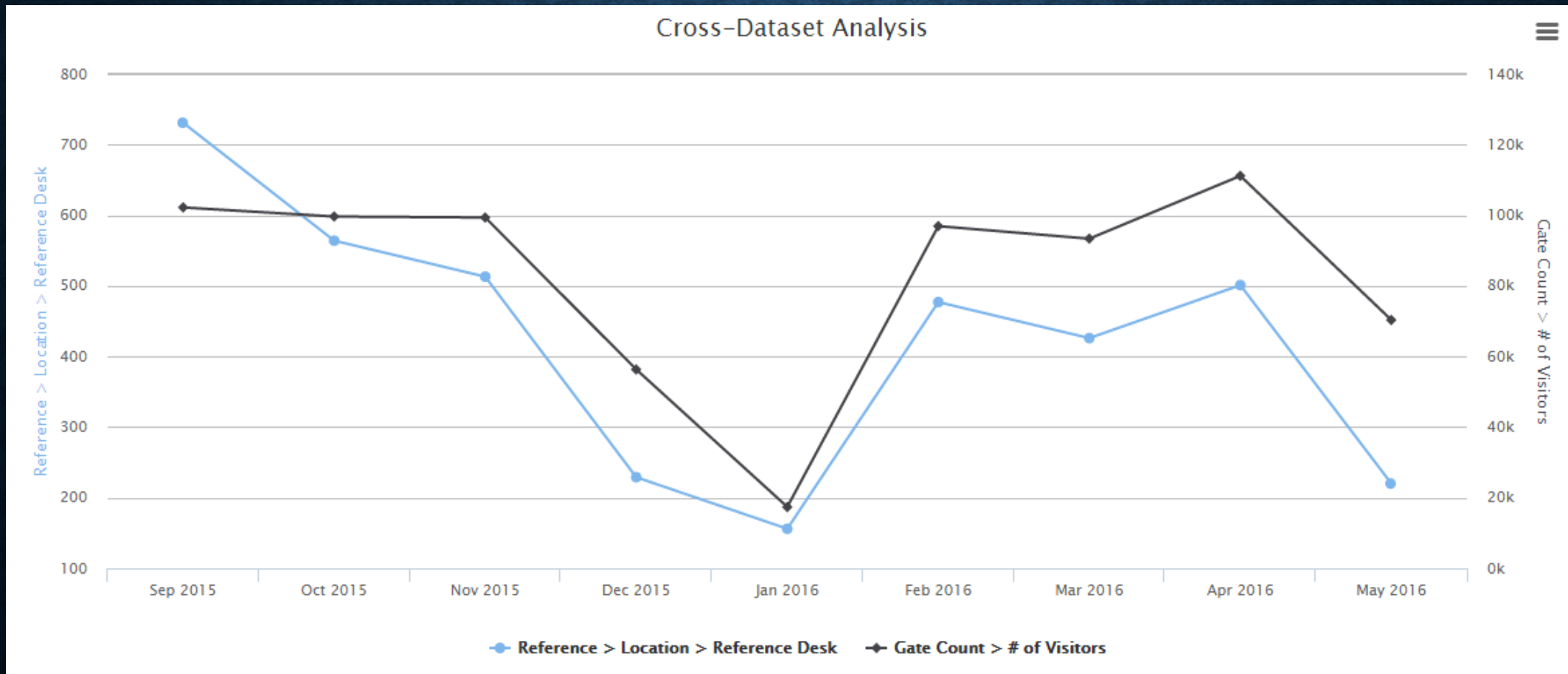
Instruction By Course Level



Instruction Trends



Comparing Reference Data



ELECTRONIC RESOURCES/JOURNAL PACKAGES

Databases/Journal Package Analysis



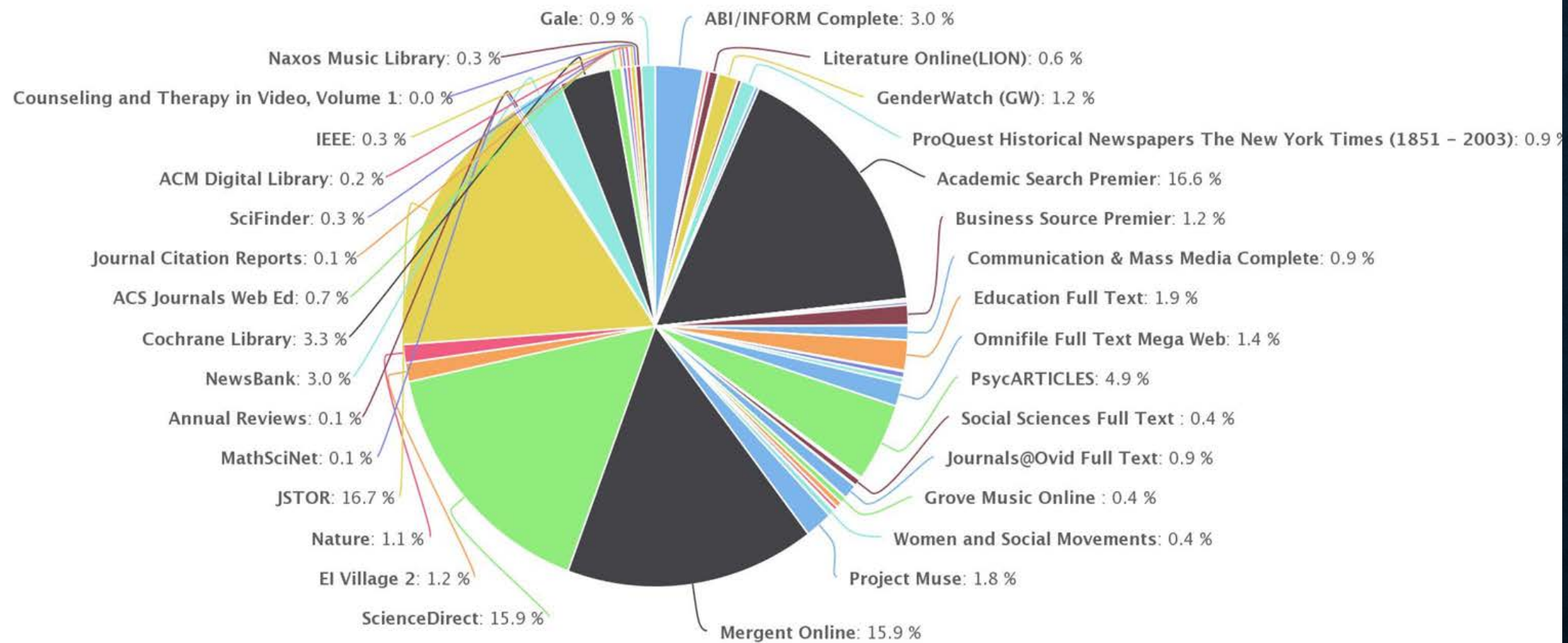
SUSHI Harvesting—Simplifying E-Resource Usage Data Assessment

- Add Sushi Credentials and cost data to LibInsight
- Click Button to harvest data & ingest into system
- Analyze data and share the access to dataset with Collection Development Committee or colleagues

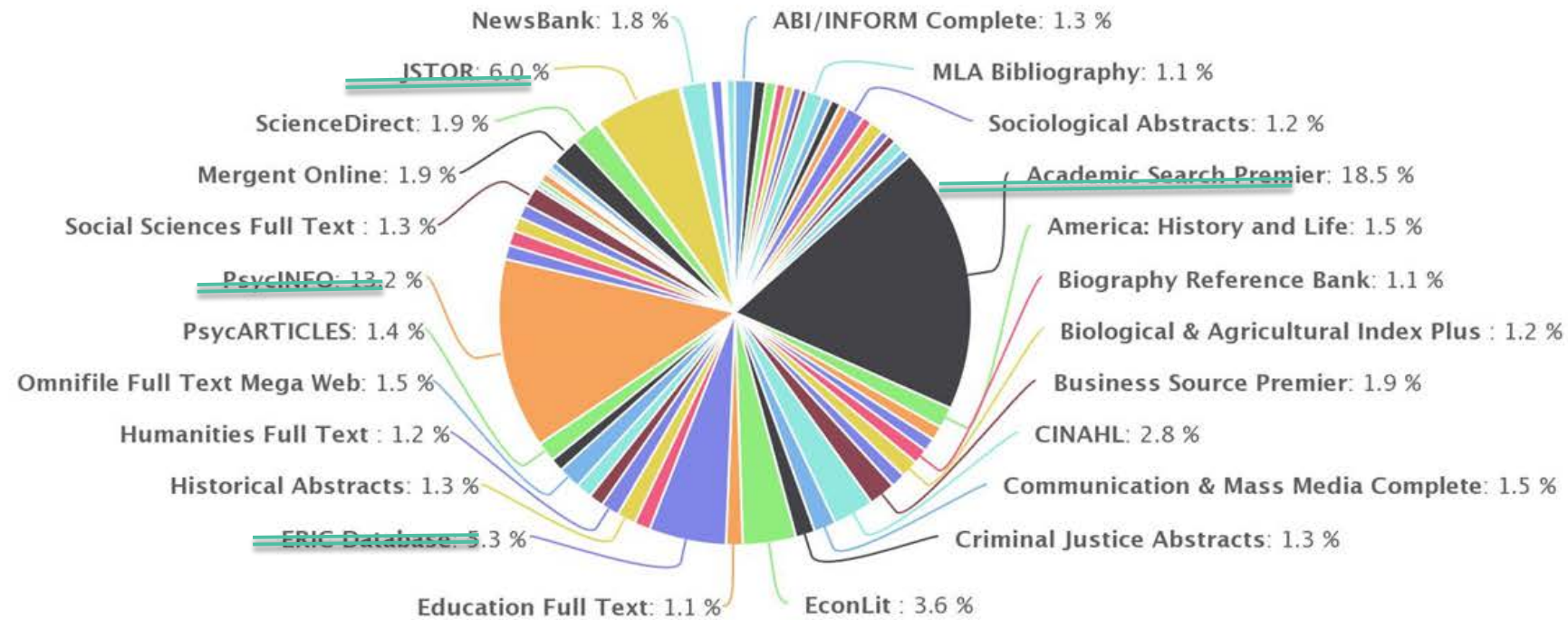
Show 50 entries Search:

ID	File Name	# of Lines	Update Type	Uploaded By	Upload Date	Actions
310	SUSHI.JR1.EBSCO_20170104230126.2014-01-01_2014-12-31.R4.xml	5,292	Add to existing	Mi, Jia	2017-01-05 04:46:26	 
309	SUSHI.JR1.EBSCO_20170104230120.2015-01-01_2015-12-31.R4.xml	5,238	Add to existing	Mi, Jia	2017-01-05 04:44:20	 
308	SUSHI.JR1.EBSCO_20170104230129.2016-01-01_2016-12-31.R4.xml	5,109	Add to existing	Mi, Jia	2017-01-05 04:43:29	 

of Downloads

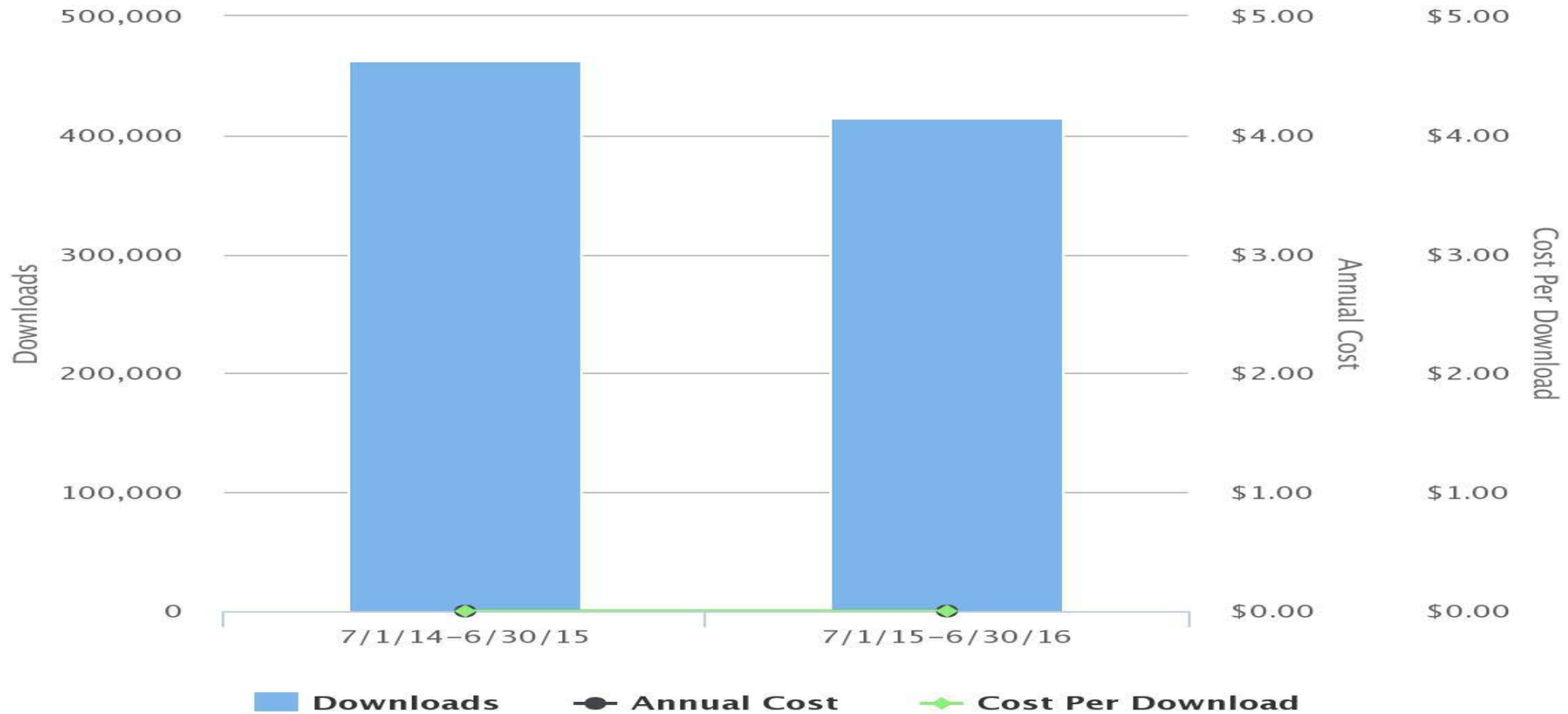


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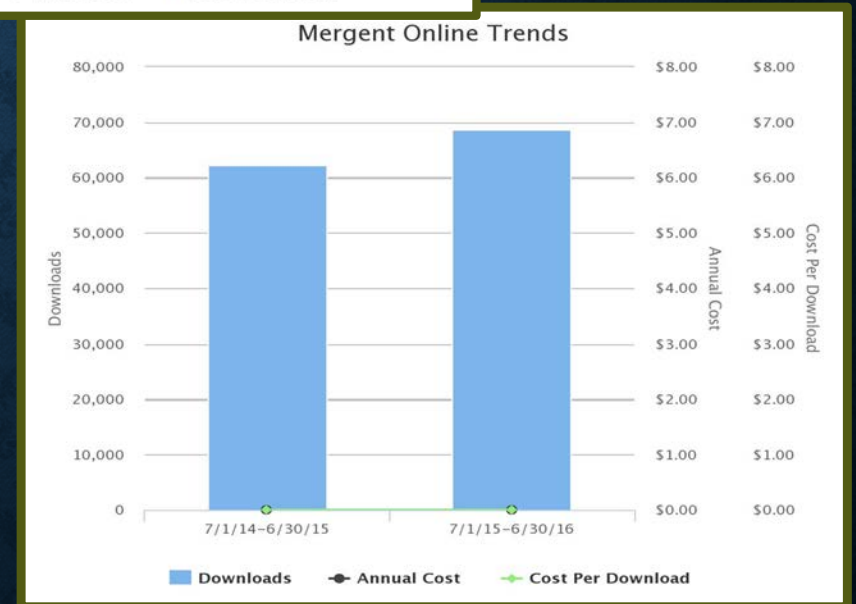
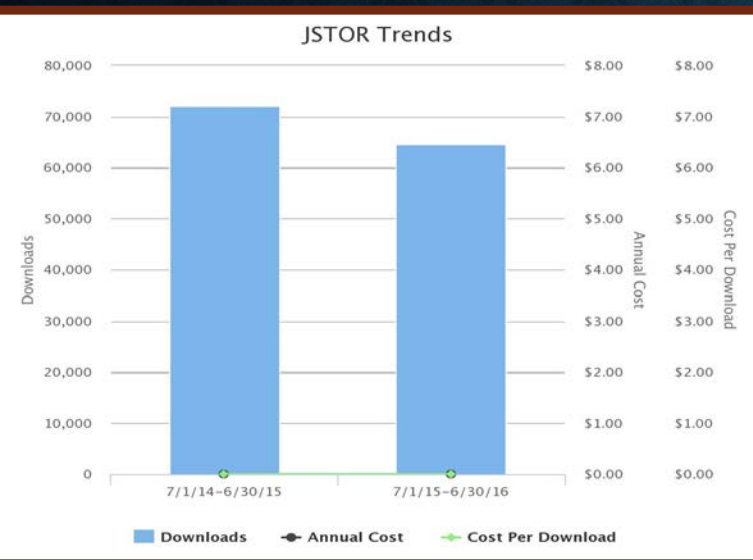
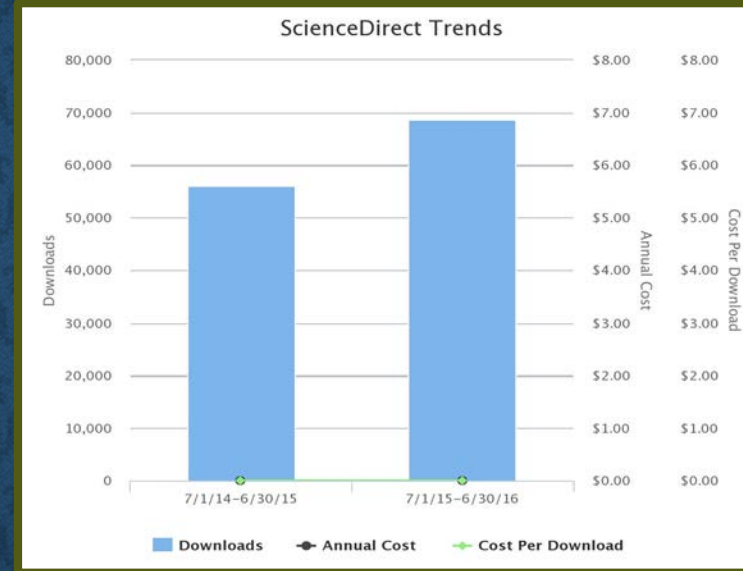
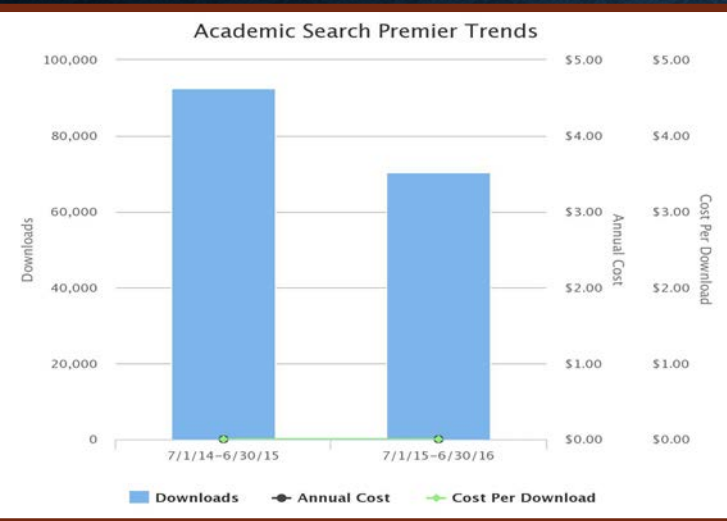


All Databases FY 2015 and FY 2016

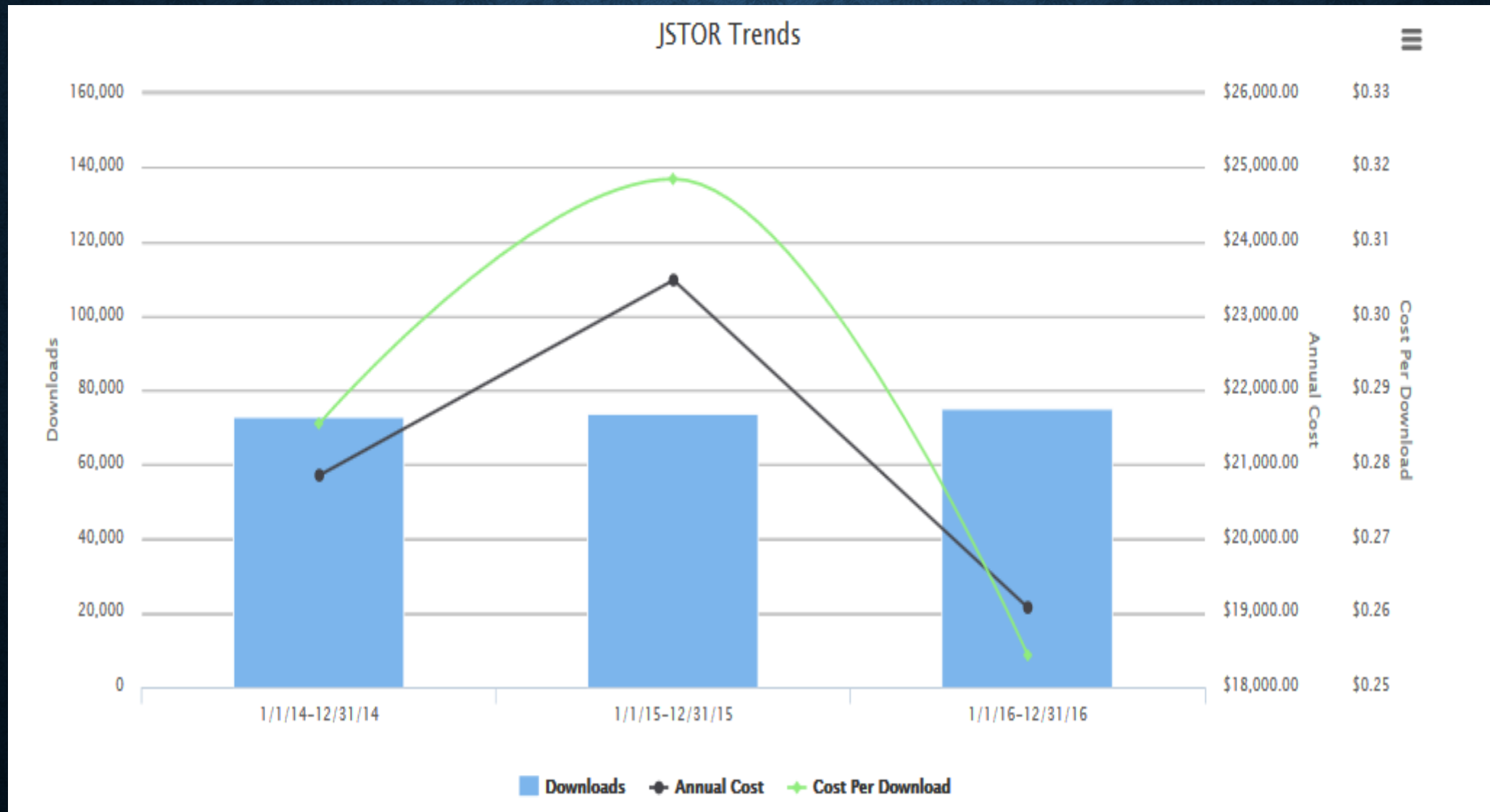
All Platforms Trends



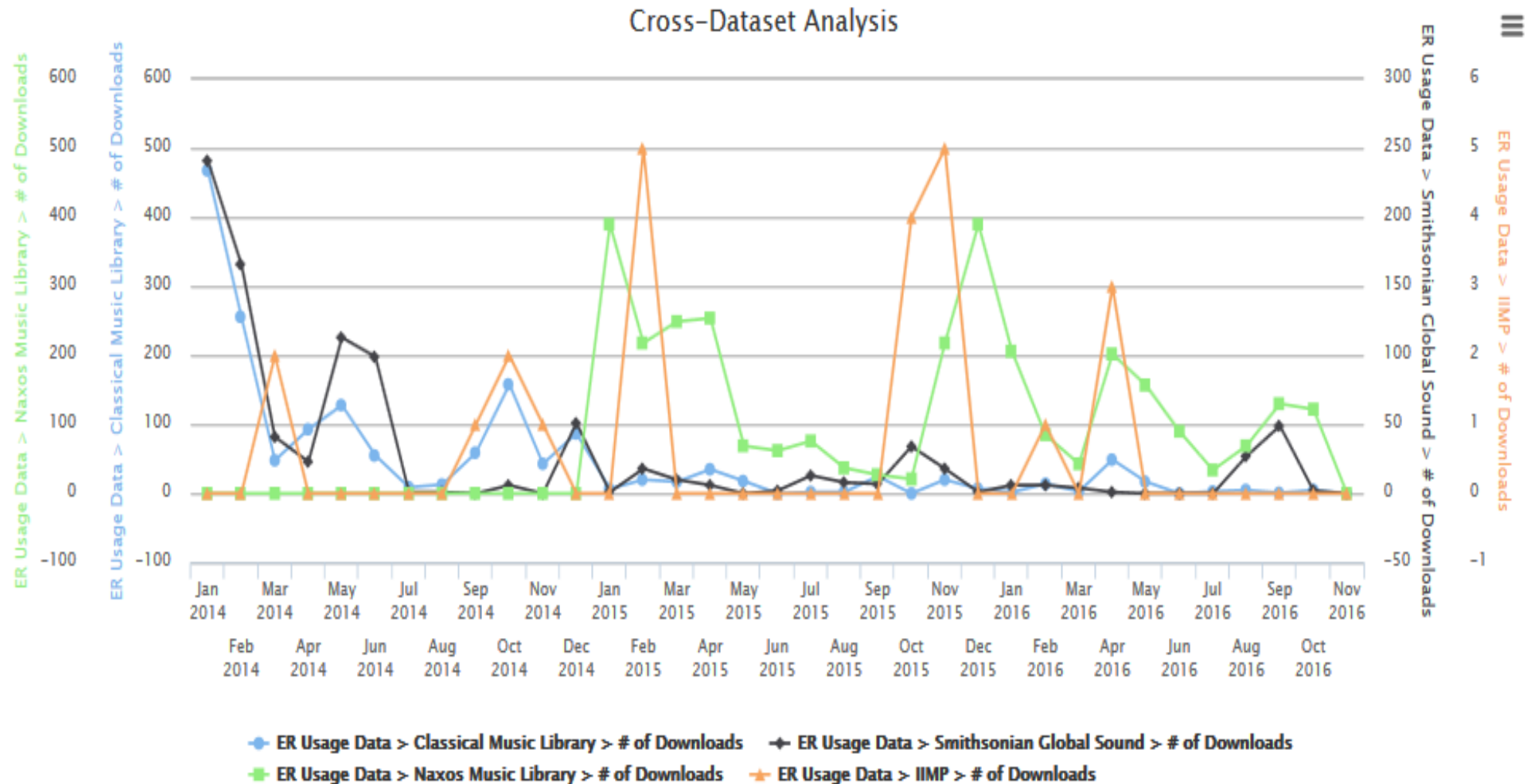
Trends – Top Databases



Cost Analysis – JSTOR

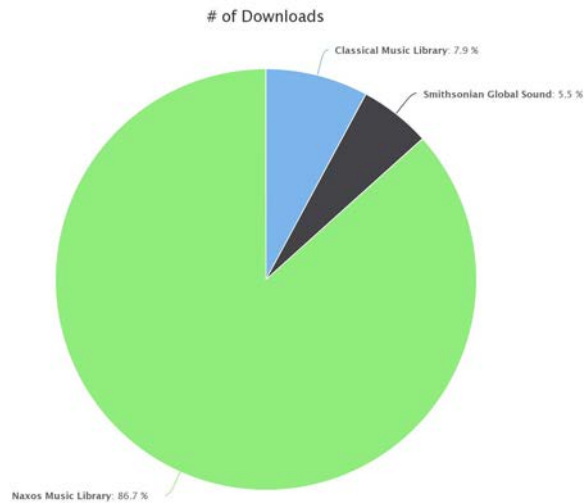


Music Databases Comparison

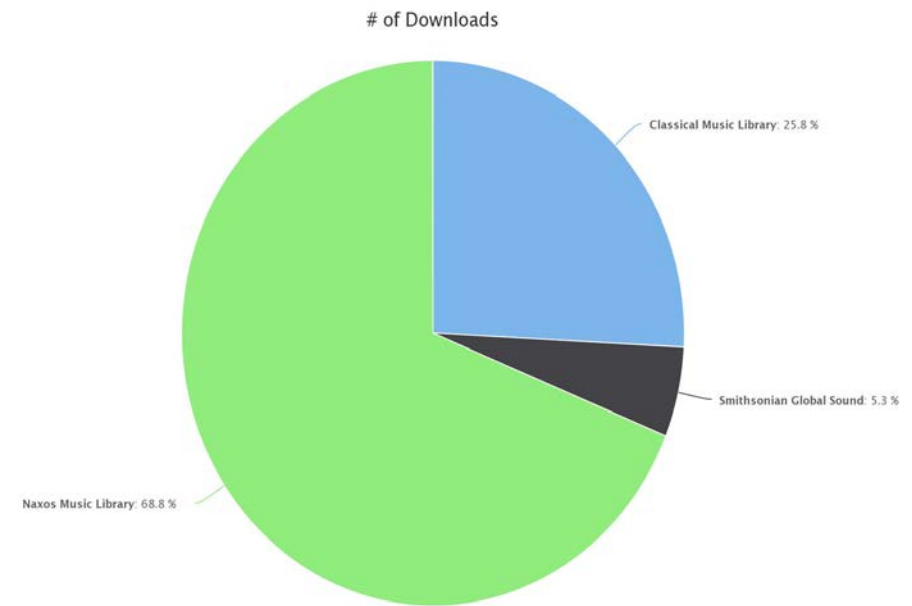


Classical Music Library, Smithsonian Global Sound, Naxos Music Library

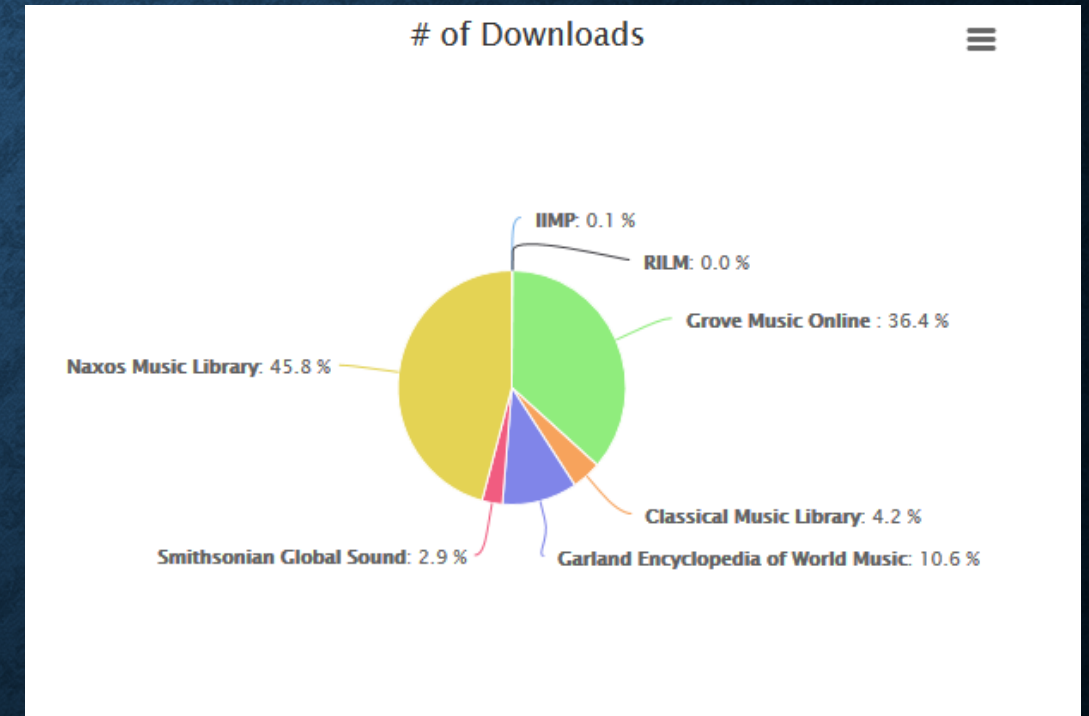
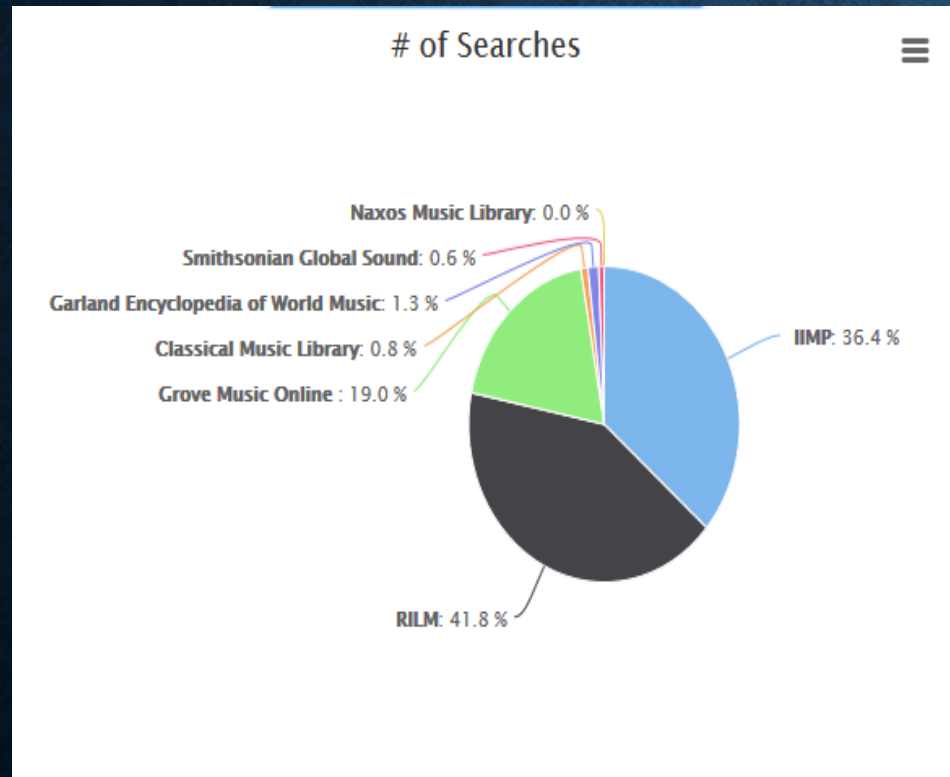
Music Downloads FY 2015



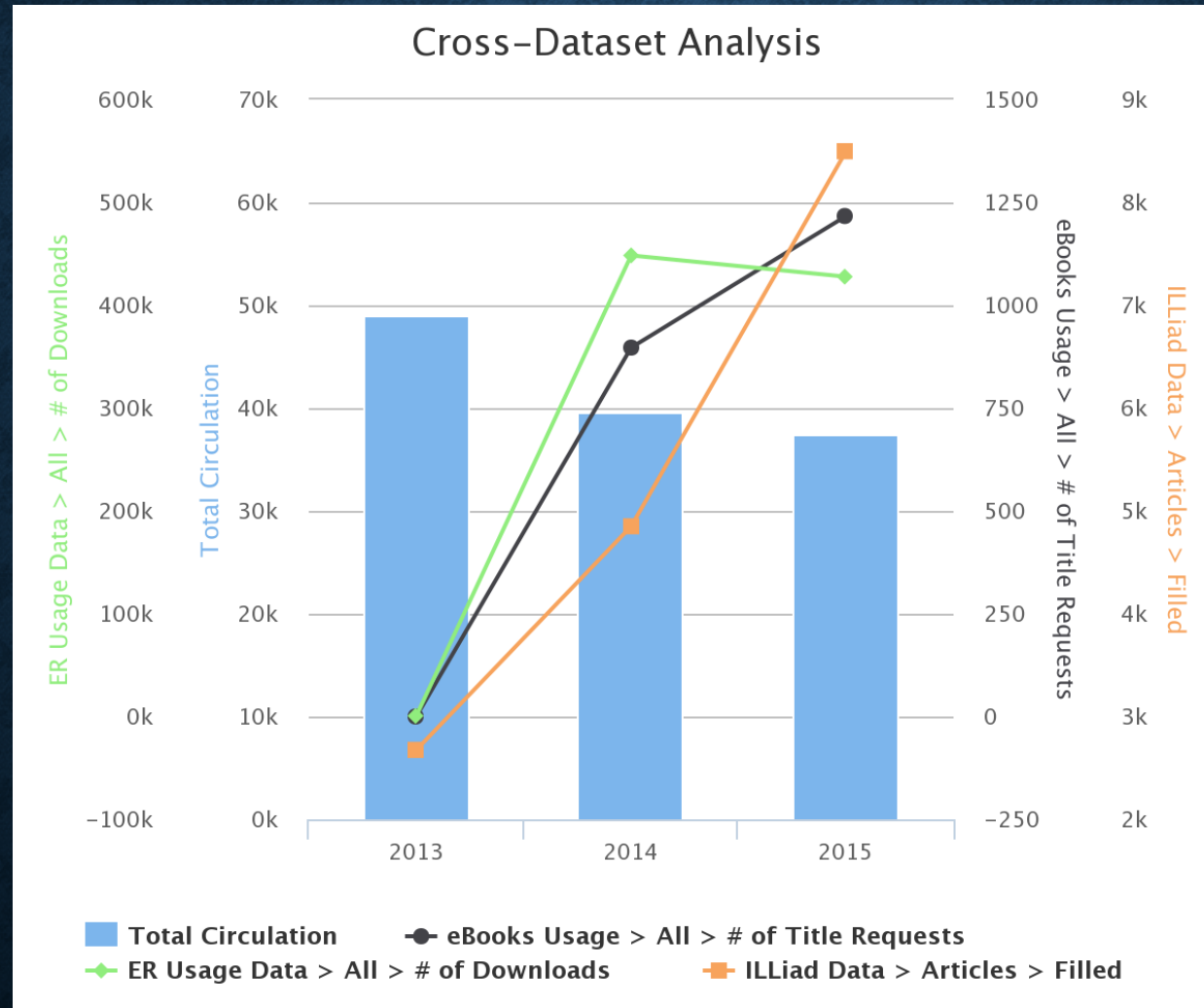
Music Downloads FY 2016



How Music Databases were Used



Cross Dataset Analysis



LibInsight: Pros and Cons

Pros	Cons
Easy Data Entry	Some trial/Error in initial dataset creation
On-the-spot data entry	Time needed to import past data
SUSHI harvesting for Electronic Resources	No import available from ILLiad for ILL stats.
On-stop-shopping for data for administrators	Some training required
Customizable	Custom sets do not have all the same analysis capability
Easy export of data into standard formats	Cannot take detailed data from RefAnalytics/LibAnswers automatically
Charts and Graphs	Numbers on Charts and Graphs are too small

LibInsight: Pros and Cons

Pros

Easy Data Entry

On-the-spot data entry

SUSHI harvesting for Electronic Resources

On-stop-shopping for data for administrators

Customizable

Easy export of data into standard formats

Cons

Some trial/Error in initial dataset creation

Time needed to import past data

No import available from ILLiad for ILL stats.

Some training required

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QUESTIONS?